

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 18, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.6	21,450
2	DYNASTY	25.3	21,200
3	SIMON & SIMON#	25.2	21,120
4	MAGNUM, P.I.	23.4	19,610
5	60 MINUTES	23.2	19,440
6	A TEAM	22.9	19,190
7	PEOPLE'S CHOICE AWARDS(S)	22.4	18,770
8	KNOTS LANDING#	22.1	18,520
9	HOTEL	21.9	18,350
10	TV BLOOPERS & PRAC. JOKES#	21.6	18,100
11	ABC MONDAY NIGHT MOVIE	21.4	17,930
11	FALCON CREST	21.4	17,930
13	ABC SUNDAY NIGHT MOVIE	20.2	16,930
14	DEAN MARTIN CELEB. ROAST(S)	20.0	16,760
15	HARDCASTLE & MCCORMICK	19.6	16,420
16	JEFFERSONS	18.6	15,590
17	CBS TUESDAY NIGHT MOVIES	18.4	15,420

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.3	40,390
2	DALLAS	17.0	37,390
3	MAGNUM, P.I.	16.7	36,710
4	DYNASTY	16.3	36,010
5	SIMON & SIMON#	16.2	35,670
6	TV BLOOPERS & PRAC. JOKES#	16.1	35,470
7	HARDCASTLE & MCCORMICK	15.5	34,130
8	60 MINUTES	14.4	31,700
9	PEOPLE'S CHOICE AWARDS(S)	13.9	30,510
10	DEAN MARTIN CELEB. ROAST(S)	13.6	29,930
11	FALCON CREST	13.3	29,290
12	ABC MONDAY NIGHT MOVIE	13.1	28,820
13	KNOTS LANDING#	13.0	28,730
14	LOVE BOAT	12.8	28,210
15	KNIGHT RIDER	12.8	28,160
16	WEBSTER	12.7	28,040
17	HOTEL	12.7	27,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	24.3	21,250
2	DALLAS	22.7	19,830
3	KNOTS LANDING#	22.0	19,230
4	HOTEL	20.4	17,820
5	PEOPLE'S CHOICE AWARDS(S)	19.9	17,410
6	FALCON CREST	19.0	16,590
7	SIMON & SIMON#	18.8	16,430
8	60 MINUTES	17.8	15,570
9	ABC MONDAY NIGHT MOVIE	17.7	15,520
10	MAGNUM, P.I.	17.3	15,120
11	TV BLOOPERS & PRAC. JOKES#	16.5	14,450
12	LOVE BOAT	15.9	13,900
13	CBS TUESDAY NIGHT MOVIES	15.4	13,450
14	DEAN MARTIN CELEB. ROAST(S)	15.1	13,220
15	JEFFERSONS	14.8	12,960
16	HARDCASTLE & MCCORMICK	14.6	12,770
17	ALICE	14.4	12,580

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.6	14,650
2	HARDCASTLE & MCCORMICK	17.4	13,720
3	60 MINUTES	16.6	13,110
4	SIMON & SIMON#	16.2	12,760
5	MAGNUM, P.I.	16.2	12,740
6	ABC SUNDAY NIGHT MOVIE	15.7	12,390
7	HILL STREET BLUES	15.1	11,870
8	TV BLOOPERS & PRAC. JOKES#	14.3	11,300
9	DALLAS	14.1	11,090
10	DEAN MARTIN CELEB. ROAST(S)	12.9	10,170
11	DYNASTY	12.6	9,960
12	PEOPLE'S CHOICE AWARDS(S)	12.6	9,910
13	NBC MONDAY NIGHT MOVIES#	12.3	9,740
14	ABC MONDAY NIGHT MOVIE	12.2	9,640
15	RIPLEY'S BELIEVE IT-NOT	12.0	9,460
16	RIPTIDE#	12.0	9,440
17	FALL GUY	11.3	8,900

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 18, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	23.5	12,920
2	KNOTS LANDING#	21.4	11,750
3	ABC MONDAY NIGHT MOVIE	18.1	9,930
4	DALLAS	17.7	9,750
5	HOTEL	17.6	9,660
6	SIMON & SIMON#	16.3	8,970
7	PEOPLE'S CHOICE AWARDS(S)	16.1	8,830
8	ABC SUNDAY NIGHT MOVIE	15.1	8,290
9	FALCON CREST	14.9	8,200
10	HILL STREET BLUES	14.7	8,090
11	A TEAM	14.7	8,080
12	HARDCASTLE & MCCORMICK	14.6	8,030
13	TV BLOOPERS & PRAC. JOKES#	13.9	7,640
14	MAGNUM, P.I.	13.9	7,630
15	ST. ELSEWHERE	13.8	7,560
16	FACTS OF LIFE	13.5	7,430

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.7	8,250
2	60 MINUTES	28.9	7,770
3	PEOPLE'S CHOICE AWARDS(S)	27.3	7,340
4	HOTEL	26.2	7,060
5	DYNASTY	26.1	7,020
6	FALCON CREST	25.8	6,950
7	KNOTS LANDING#	24.1	6,490
8	MAGNUM, P.I.	23.6	6,340
9	CBS TUESDAY NIGHT MOVIES	23.4	6,290
10	SIMON & SIMON#	23.3	6,260
11	DEAN MARTIN CELEB. ROAST(S)	22.7	6,100
12	JEFFERSONS	22.6	6,080
13	ALICE	22.2	5,970
14	LOVE BOAT	21.2	5,690
15	TRAPPER JOHN, M.D.	20.9	5,620
16	DUKES OF HAZZARD#	20.4	5,500
17	SCARECROW & MRS. KING	19.7	5,300

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	20.0	10,620
2	HARDCASTLE & MCCORMICK	18.6	9,910
3	HILL STREET BLUES	17.7	9,430
4	ABC SUNDAY NIGHT MOVIE	15.7	8,330
5	SIMON & SIMON#	14.6	7,790
6	MAGNUM, P.I.	14.4	7,650
7	RIPTIDE#	13.6	7,220
8	TV BLOOPERS & PRAC. JOKES#	13.3	7,060
9	RIPLY'S BELIEVE IT-NOT	12.2	6,490
10	ABC MONDAY NIGHT MOVIE	12.1	6,450
11	REMINGTON STEELE#	12.1	6,450
12	NBC SUNDAY NIGHT MOVIE	11.7	6,200
13	NBC MONDAY NIGHT MOVIES#	11.5	6,100
14	MATT HOUSTON	11.4	6,070
15	AUTOMAN	11.3	6,010

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.2	5,770
2	DALLAS	23.7	4,860
3	SIMON & SIMON#	22.9	4,690
4	MAGNUM, P.I.	21.5	4,410
5	DUKES OF HAZZARD#	19.9	4,080
6	DEAN MARTIN CELEB. ROAST(S)	17.7	3,620
7	TV BLOOPERS & PRAC. JOKES#	17.1	3,510
8	A TEAM	17.1	3,500
9	PEOPLE'S CHOICE AWARDS(S)	16.9	3,470
10	FALCON CREST	16.7	3,420
11	CBS EVENING NEWS-RATHER	16.3	3,350
11	JEFFERSONS	16.3	3,350
13	HOTEL	15.8	3,240
14	SUZANNE PLESSETTE SHOW	15.6	3,200
15	HARDCASTLE & MCCORMICK	15.5	3,180
16	ALICE	15.5	3,170
16	DYNASTY	15.5	3,170

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING																									
A TEAM						24	210	208	A 22.9	34	1919	2105	610	268											
1 TUE.		8.00P	60	NBC	A	99	99		B 24.2	35	2028	2062	635	252											
2 TUE.		8.00P	120																						
		8.00 - 8.30							A 22.2	33	1860	2101	608	274											
		8.30 - 9.00							A 24.3	35	2036	2112	585	265											
		9.00 - 9.30							A 22.6	33	1894	2190	650	262											
		9.30 - 10.00							A 22.0	33	1844	1991	620	263											
ABC BUSINESS BRIEF-MON						5	148		A 13.9	20	1165	2078	678	291											
1 MON.		8.58P	1	ABC	N		89		B 16.5	23	1383	1958	676	289											
ABC BUSINESS BRIEF-WED						10	160	202	A 20.5	31	1718	1814	711	323											
WED.		8.58P	1	ABC	N		91	98	B 20.5	30	1718	1853	720	301											
ABC BUSINESS BRIEF-FRI						9	177	184	A 17.4	28	1458	1872	736	302											
1 FRI.		8.44P	1	ABC	N		95	97	B 16.9	26	1416	1820	762	302											
2 FRI.		8.46P	1																						
ABC MONDAY NIGHT MOVIE						9	203	204	A 21.4	33	1793	1607	771	272											
MON.		9.00P	120	ABC	FF		99	99	B 21.5	32	1802	1757	759	325											
		9.00 - 9.30							A 19.9	29	1668	1639	759	256											
		9.30 - 10.00							A 20.7	31	1735	1611	770	252											
		10.00 - 10.30							A 22.2	36	1860	1603	784	281											
		10.30 - 11.00							A 22.6	38	1894	1583	773	295											
ABC NEWSBRIEF-M-F						119	177	192	A 16.7	26	1399	1688	776	301											
1 MON.		9.54P	2	ABC	N		94	97	B 16.1	25	1349	1711	723	294											
1 TU-F		9.58P	1																						
2 MON.		9.56P	1																						
2 TU-TH		9.58P	1																						
2 FRI.		9.57P	2																						
ABC NEWSBRIEF-SAT.						24	185	189	A 17.0	29	1425	1851	867	361											
SAT.		9.58P	1	ABC	N		98	98	B 18.8	31	1575	1748	785	287											
ABC NEWSBRIEF-SUN.						24	197	197	A 20.2	32	1693	1672	660	326											
SUN.		10.01P	1	ABC	N		98	98	B 20.0	30	1676	1771	700	308											
ABC SPORTS UPDATE-SAT						24	190	185	A 15.7	26	1316	1882	824	311											
SAT.		8.58P	1	ABC	SN		96	98	B 17.2	28	1441	1768	749	272											
ABC SPORTS UPDATE-SUN						22	199	198	A 20.5	30	1718	2116	725	323											
1 SUN.		8.33P	2	ABC	SN		98	98	B 18.0	26	1508	1964	731	327											
2 SUN.		8.34P	1																						
ABC SUNDAY NIGHT MOVIE						21	203	204	A 20.2	34	1693	1647	633	322											
1 SUN.		9.00P	162	ABC	FF		99	99	B 21.4	33	1793	1795	736	335											
2 SUN.		9.00P	150																						
		9.00 - 9.30							A 20.2	30	1693	1800	672	362											
		9.30 - 10.00							A 20.9	31	1751	1714	646	323											
		10.00 - 10.30							A 21.0	34	1760	1652	647	320											
		10.30 - 11.00							A 20.2	35	1693	1602	626	310											
		11.00 - 11.30							A 19.4	39	1626	1475	586	296											
		11.30 - 12.00							A 17.9	47	1500	1523	554	333											
ABC WORLD NEWS TONIGHT						120	206	206	A 10.7	19	897	1586	762	263											
M-F		6.30P	30	ABC	N		99	99	B 11.2	20	939	1538	717	248											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2					TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																										
ABC WRLD NEWS TONIGHT-SUN	21	164	156	A	8.3	15	696	1727	748	323	789	188	294	304	375	405	727	233	314	249	349	366	134 ^A	40 ^V	77 ^A	60 ^A
SUN.	6.30P	30	ABC	N	87	84	B	8.6	15	721	1622	670	307	307	344	388	681	190	316	287	319	308	68	36	123	76
AFTERMASH	22	200	204	A	16.6	24	1391	1515	690	264	756	241	358	356	283	345	494	165	297	270	226	177	161	55 ^A	104	46 ^A
MON.	9.00P	30	CBS	CS	99	99	B	20.2	29	1693	1718	758	459	422	352	330	577	218	354	315	270	190	169	78	134	80
AIRWOLF	6	193		A	13.2	22	1106	1790	586	190 ^A	678	231	431	412	363	200 ^A	625	167 ^A	412	396	388	175 ^A	262	65 ^A	225	155 ^A
1 SAT.	9.00P	60	CBS	A	95		B	14.2	23	1190	1898	643	424	406	363	222	740	273	501	451	387	196	215	59	246	178
9.00 - 9.30				A	12.7	21	1064	1759	574	166 ^A	663	214 ^A	406	398	361	213 ^A	605	158 ^A	392	380	375	179 ^A	261	66 ^A	230	154 ^A
9.30 - 10.00				A	13.7	23	1148	1805	594	211	687	243	453	421	365	189 ^A	633	170 ^A	426	410	399	167 ^A	263	64 ^A	222	157 ^A
A.K.A. PABLO	2	204	206	A	14.9	22	1249	1801	712	276	808	304	484	393	362	268	530	206	330	259	230	175	226	152	237	174
TUE.	8.30P	30	ABC	CS	98	99	B	14.9	22	1249	1801	712	484	393	362	268	530	206	330	259	230	175	226	152	237	174
ALICE	5	198	195	A	17.7	27	1483	1657	710	313	848	259	378	340	361	402	502	167	247	237	191	214	137	75 ^A	170	117
SUN.	9.30P	30	CBS	CS	99	95	B	18.6	28	1559	1673	733	399	361	343	373	522	167	268	242	218	218	164	82	150	113
AUTOMAN	2	149	202	A	14.2	21	1190	2134	684	261	764	344	538	456	294	192	662	372	506	420	196	141	220	77 ^A	488	332
MON.	8.00P	60	ABC	A	90	98	B	14.2	21	1190	2134	684	538	456	294	192	662	372	506	420	196	141	220	77	488	332
8.00 - 8.30				A	13.5	20	1131	2095	680	249	760	343	530	450	285	197	649	366	492	410	189	145	213	76 ^A	473	326
8.30 - 9.00				A	14.9	22	1249	2158	686	265	764	343	544	459	302	186	667	373	516	430	201	136	227	76 ^A	500	338
BENSON	21	185	184	A	15.9	26	1332	1809	723	290	814	234	393	395	345	354	497	165	246	240	211	206	158	89	340	224
FRI.	8.00P	30	ABC	CS	96	97	B	16.5	28	1383	1733	750	445	416	379	341	507	162	282	265	233	190	142	84	239	161
BLUE THUNDER	9	180	189	A	14.1	22	1182	1882	669	312	716	247	490	465	403	181	662	227	421	437	358	177	177	96 ^A	327	237
FRI.	9.00P	60	ABC	A	95	98	B	14.2	22	1190	1839	642	442	431	379	193	670	236	445	430	355	177	189	70	299	218
9.00 - 9.30				A	14.2	22	1190	1857	663	307	706	236	481	466	403	180	665	236	423	442	353	177	171	93 ^A	315	228
9.30 - 10.00				A	14.0	22	1173	1896	672	318	721	256	497	463	404	180	654	218	419	429	358	174	182	97 ^A	339	246
BUFFALO BILL	13	192	195	A	12.4	19	1039	1535	661	258	719	329	445	414	282	208	531	267	360	310	193	128	160	97 ^A	125	82 ^A
THU.	9.30P	30	NBC	CS	98	96	B	12.9	19	1081	1617	709	532	456	317	220	581	281	421	369	227	131	136	83	101	67
BUGS BUNNY MYSTERY SPEC.(S)	182			A	11.3	19	947	2445	549	246	621	304	455	383	247	132 ^A	491	229 ^A	383	308	201 ^A	108 ^A	353	137 ^A	980	540
1 SAT.	8.30P	30	CBS	EA	96																					
CBS EVENING NEWS-RATHER	119	203	203	A	13.5	24	1131	1444	650	223	721	135	246	258	320	428	594	155	252	241	241	296	66	32 ^A	63	49 ^A
M-F	6.30P	30	CBS	N	99	99	B	14.0	24	1173	1541	692	285	285	329	435	613	145	268	264	288	300	76	33	86	53
CBS EVENING NEWS-DEAN(B)	102			A	4.7	8	394	1632	790	408 ^A	821	134 ^V	294 ^A	403 ^A	482 ^A	390 ^A	701	153 ^A	393 ^A	439 ^A	344 ^A	262 ^A	110 ^V	LT	LT	LT
2 SUN.	6.30P	30	CBS	N	46																					
CBS EVENING NEWS-DEAN	15	179		A	10.7	20	897	1586	724	242 ^A	780	101 ^A	300	312	406	441	675	214 ^A	314	277	261	295	82 ^A	18 ^V	49 ^V	26 ^V
1 SUN.	6.00P	30	CBS	N	89		B	9.9	18	830	1612	693	307	303	353	405	677	184	318	310	308	301	95	47	82	53
CBS SAT. NEWS-SCHIEFFER	17	164	148	A	8.6	17	721	1574	633	168	669	95 ^A	202	223	335	409	760	203	351	295	362	352	68 ^A	LT	77 ^A	39 ^V
SAT.	6.30P	30	CBS	N	90	85	B	10.1	19	846	1551	702	270	274	333	438	644	164	309	289	311	293	64	21	86	54
CBS SPECIAL MOVIE PRESNT.(S)	189			A	14.6	26	1223	1538	620	259	660	151 ^A	303	318	430	297	634	152 ^A	369	417	402	217	131 ^A	19 ^V	113 ^A	90 ^A
2 SAT.	9.00P	120	CBS	FF	99																					
9.00 - 9.30				A	12.0	20	1006	1614	675	287	710	197 ^A	358	343	416	308	599	140 ^A	343	379	362	220 ^A	122 ^A	25 ^V	183 ^A	137 ^A
9.30 - 10.00				A	14.1	24	1182	1577	630	259	659	156 ^A	310	322	422	289	618	163 ^A	363	418	373	200	125 ^A	12 ^V	175 ^A	137 ^A
10.00 - 10.30				A	14.7	27	1232	1547	632	261	664	150 ^A	303	317	446	302	647	150 ^A	384	433	430	214	147 ^A	19 ^V	89 ^A	71 ^A
10.30 - 11.00				A	17.4	33	1458	1445	567	233	621	112 ^A	257	297	437	295	660	156 ^A	386	432	428	228	128 ^A	21 ^V	36 ^V	36 ^V
CBS TUESDAY NIGHT MOVIES	17	196	197	A	18.4	29	1542	1456	775	266	872	218	400	400	417	408	473	150	237	227	204	195	56 ^A	37 ^A	55 ^A	45 ^A
1 TUE.	9.00P	120	CBS	FF	99	98	B	17.4	27	1458	1526	764	441	405	394	361	512	161	279	253	248	195	89	51	61	41

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																		
EMERALD POINT, N.A.S.										19	194	202	A 10.9	18	913	1340	777	327	872	285	418	394	347	386	396	139	233	190	174	151	48^	18^	24^	24^
MON. 10.00P 60 CBS GD										99	99	B 13.6	22	1140	1460	770	247	868	263	430	393	383	384	483	156	267	238	228	194	76	41	33	21	
10.00 - 10.30												A 11.2	18	939	1307	754	323	852	279	409	386	340	376	388	136	230	186	165	146	41^	19^	26^	26^	
10.30 - 11.00												A 10.6	18	888	1364	798	327	891	289	423	401	354	398	399	142	235	194	180	153	53^	18^	21^	21^	
FACTS OF LIFE										21	181	201	A 17.3	26	1450	1749	744	309	836	282	513	430	386	290	449	152	285	241	215	140	277	184	187	139
WED. 9.00P 30 NBC CS										95	99	B 17.8	26	1492	1778	698	245	791	283	475	404	338	273	506	195	321	268	215	158	275	155	206	140	
FALCON CREST										21	198	195	A 21.4	37	1793	1634	841	302	927	285	458	430	395	387	445	137	221	217	190	192	173	90	89	78
FRI. 10.00P 60 CBS GD										99	98	B 22.1	37	1852	1578	840	290	933	279	456	431	408	401	456	140	232	218	206	194	98	54	91	67	
10.00 - 10.30												A 21.7	37	1818	1620	844	307	928	293	468	437	395	381	443	140	219	214	181	193	156	85	93	79	
10.30 - 11.00												A 21.0	38	1760	1648	840	295	926	275	447	423	397	397	445	135	223	220	198	189	190	96	87	74	
FALL GUY										22	163	206	A 17.9	28	1500	1830	688	312	774	298	452	405	328	250	595	207	370	346	300	185	178	68^	283	183
WED. 8.00P 60 ABC A										91	99	B 19.9	31	1668	1886	706	280	785	305	479	420	349	248	617	242	398	345	283	183	196	76	288	181	
8.00 - 8.30												A 16.5	26	1383	1800	672	302	746	278	414	381	316	260	610	210	374	347	308	195	171	54^	273	180	
8.30 - 9.00												A 19.3	30	1617	1849	699	318	797	318	485	424	335	242	580	201	362	342	296	177	182	78	290	183	
FAMILY TIES										11	168	191	A 16.1	24	1349	1878	668	264	796	278	490	451	355	259	488	218	298	231	201	139	230	115	364	242
THU. 8.30P 30 NBC CS										90	95	B 15.9	23	1332	1892	716	270	832	305	507	431	350	278	503	212	320	271	206	143	245	150	312	211	
FANTASY ISLAND										18	183	196	A 14.4	26	1207	1696	824	289	887	303	536	462	379	307	536	195	372	303	260	134	141	72^	132	94^
SAT. 10.00P 60 ABC A										96	99	B 15.6	28	1307	1666	721	268	797	259	450	403	368	300	498	180	312	282	233	153	203	110	168	128	
10.00 - 10.30												A 14.2	25	1190	1682	822	297	887	311	532	454	369	312	525	187	360	298	254	136	131	71^	139	102	
10.30 - 11.00												A 14.7	27	1232	1692	815	277	878	291	533	465	384	299	543	201	377	307	262	132	150	73^	121	86^	
FIRST CAMERA										22	162	166	A 5.7	9	478	1764	684	458	822	296	402	404	379	314	658	231^	398	321	293	217^	75^	15^	209^	97^
SUN. 7.00P 60 NBC DN										86	88	B 6.6	10	553	1698	678	291	747	215	382	389	364	306	649	192	355	342	328	243	128	55	174	120	
7.00 - 7.30												A 5.7	9	478	1672	665	490	816	272	389	385	400	331	604	149^	326	331	309	238^	54^	17^	198^	71^	
7.30 - 8.00												A 5.5	9	461	1896	723	444	852	332	425	429	362	309	725	319	476	315	279	203^	96^	23^	223^	125^	
FOUR SEASONS										2	198		A 13.7	20	1148	1557	749	314	872	211	397	355	432	431	492	120^	192^	215	227	235	75^	39^	118^	68^
1 SUN. 8.30P 30 CBS CS										99		B 14.0	21	1173	1545	760	323	870	220	421	399	431	400	507	143	228	237	244	216	54	28	114	80	
FOUL UPS, BLEEPs-BLUNDERS										8	198	206	A 15.6	23	1307	1874	739	254	833	292	492	401	377	286	587	225	369	315	244	182	213	119	241	176
1 TUE. 8.00P 30 ABC U										95	99	B 16.4	24	1374	1849	717	293	815	297	495	419	357	259	592	224	386	320	266	178	197	121	245	151	
2 TUE. 8.03P 27																																		
GARFIELD ON THE TOWN(S)										184		A 11.8	20	989	2341	560	239	693	342	487	340	255	173^	464	187^	347	293	211^	108^	300	120^	884	538	
1 SAT. 8.00P 30 CBS EA										97																								
GIMME A BREAK										21	154	189	A 15.7	25	1316	1861	680	235	815	268	480	454	372	285	454	182	257	188	173	151	213	105	379	249
THU. 8.00P 30 NBC CS										87	95	B 15.3	23	1282	1920	728	259	847	280	470	415	361	325	496	177	282	256	215	171	217	133	360	243	
HARDCASTLE & MCCORMICK										21	203	200	A 19.6	29	1642	2079	712	329	779	287	490	454	393	230	836	349	605	501	399	194	234	86	230	130
SUN. 8.00P 60 ABC A										99	99	B 17.4	26	1458	1983	710	312	783	285	510	470	387	226	774	314	555	484	380	177	183	74	243	154	
8.00 - 8.30												A 18.6	28	1559	2095	720	337	780	279	491	456	404	231	835	347	605	501	400	194	237	86	243	142	
8.30 - 9.00												A 20.5	30	1718	2065	708	322	779	293	490	452	382	232	839	349	605	502	401	194	231	87	216	117	
HART TO HART										20	204	206	A 15.6	27	1307	1599	763	265	803	313	460	387	346	271	534	219	352	304	239	140	171	95	91	60^
TUE. 10.00P 60 ABC PD										99	99	B 15.9	26	1332	1561	739	304	833	312	513	458	390	252	539	206	350	314	256	153	121	74	68	42	
10.00 - 10.30												A 15.6	26	1307	1596	764	271	806	321	469	394	343	262	512	210	335	295	230	134	181	101	97	62^	
10.30 - 11.00												A 15.6	27	1307	1591	757	258	795	307	448	379	343	278	555	229	368	310	245	148	160	90^	81^	58^	
HILL STREET BLUES										21	207	207	A 17.7	29	1483	1706	695	317	768	316	546	505	377	174	802	408	636	533	331	132	94	48^	42^	32^
CONT'D																																		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11		
EVENING CONT'D																														
HILL STREET BLUES-CONT'D																														
	THU.	10.00P	60	NBC	OP	99	99	B	17.8	29	1492	1684	703	299	768	334	556	500	357	173	768	374	590	514	329	146	96	39	52	37
		10.00 - 10.30						A	17.3	27	1450	1724	689	321	765	313	548	510	375	167	804	412	636	534	331	130	106	56^	49^	37^
		10.30 - 11.00						A	18.1	30	1517	1680	699	311	763	313	540	499	378	178	796	401	633	532	331	131	86	42^	35^	25^
HOTEL																														
	WED.	10.00P	60	ABC	GD	99	99	A	21.9	38	1835	1523	851	345	971	330	527	445	440	385	434	115	223	220	225	176	74	54^	44^	33^
		10.00 - 10.30						B	21.9	37	1835	1532	814	307	905	285	496	460	444	337	499	165	285	260	245	178	81	53	47	29
		10.30 - 11.00						A	22.0	36	1844	1554	853	355	985	346	545	450	437	382	442	116	230	230	232	175	82	60^	45^	34^
								A	21.7	39	1818	1492	852	336	960	315	508	440	445	390	423	108	213	209	223	177	66	48^	43^	31^
JEFFERSONS																														
	SUN.	9.00P	30	CBS	CS	99	93	A	18.6	27	1559	1665	715	299	831	264	368	338	352	390	509	173	246	213	193	215	149	79	176	126
								B	18.8	27	1575	1668	759	294	854	255	411	379	364	383	510	163	262	232	221	211	139	72	165	115
KNIGHT RIDER																														
	SUN.	8.00P	60	NBC	A	99	99	A	16.6	25	1391	2024	663	283	755	287	453	409	340	245	581	239	385	326	223	162	225	90	463	303
		8.00 - 8.30						B	17.9	26	1500	2124	677	264	758	289	497	441	344	219	669	262	470	408	318	163	251	111	446	295
		8.30 - 9.00						A	15.6	24	1307	2060	671	299	770	293	466	418	348	249	581	241	377	325	215	167	219	87^	490	317
								A	17.5	26	1467	1998	657	270	744	286	446	402	334	242	581	237	389	330	228	158	232	90	441	293
KNOTS LANDING																														
	1 THU.	10.00P	60	CBS	GD	99		A	22.1	35	1852	1551	917	365	1037	431	634	467	419	350	376	126	197	177	166	154	80^	72^	58^	46^
		10.00 - 10.30						B	20.6	34	1726	1557	851	312	966	362	547	474	400	355	422	165	257	221	187	142	101	67	68	46
		10.30 - 11.00						A	22.0	34	1844	1579	921	364	1047	439	641	473	423	353	379	125^	198	182	164	154	79^	75^	74^	52^
								A	22.1	36	1852	1524	917	367	1032	425	628	461	416	351	368	124	194	175	168	150	79^	69^	45^	41^
LAROCHE POLITICAL(S)																														
							187	A	4.9	9	411	1311	635	292^	676	255^	309^	240^	228^	360^	498^	133^	213^	202^	190^	248^	105^	56^	32^	32^
2 SAT. 10.30P 30 NBC P 96																														
LEG MEN																														
	FRI.	9.00P	60	NBC	PD	94	96	B	7.4	12	620	1844	656	256	725	265	468	444	375	224	649	312	483	392	243	120^	201	126^	269	193
		9.00 - 9.30						B	7.2	11	603	1803	634	227	686	235	421	404	366	215	661	306	506	425	281	110	166	110	290	205
		9.30 - 10.00						A	7.5	12	629	1827	611	262	705	248	446	428	364	228	650	298	475	400	254	128^	189	114^	283	200
								A	7.4	12	620	1816	690	240	732	276	483	452	380	216	634	321	483	374	225	111^	204	133^	246	179^
LOTTERY																														
	THU.	9.00P	60	ABC	A	94	95	A	13.4	20	1123	1785	783	319	841	291	505	464	412	268	569	209	344	318	275	164	195	97^	180	105
		9.00 - 9.30						B	12.9	19	1081	1721	790	305	867	308	508	478	401	289	542	189	323	300	267	167	175	85	137	82
		9.30 - 10.00						A	12.5	19	1048	1736	779	323	837	286	503	458	419	268	537	186	318	301	269	153	172	89^	190	104^
								A	14.4	22	1207	1800	773	313	833	293	502	465	402	262	587	223	358	330	276	169	213	103	167	104
LOVE BOAT																														
	SAT.	9.00P	60	ABC	CS	98	98	A	17.7	30	1483	1902	863	358	937	279	496	452	394	384	542	179	325	279	224	196	199	92	224	119
		9.00 - 9.30						B	19.8	33	1659	1735	772	277	859	248	423	392	368	382	510	163	285	253	227	196	172	103	194	135
		9.30 - 10.00						A	16.5	28	1383	1933	864	350	940	277	483	448	382	401	540	184	323	271	218	201	220	99	233	123
								A	18.9	32	1584	1867	862	362	932	280	506	457	402	368	540	172	327	283	228	193	181	86	214	112
LYNDA CARTER: BODY & SOUL(S)																														
	2 FRI.	8.00P	60	CBS	GV	98		A	12.6	21	1056	1562	658	231	745	162^	256	283	342	400	485	128^	195^	222	235	231	151^	88^	181^	142^
		8.00 - 8.30						A	12.7	21	1064	1563	639	227	711	150^	245	274	336	383	503	123^	202^	231	254	242	157^	90^	192^	150^
		8.30 - 9.00						A	12.6	20	1056	1541	669	233	769	171^	264	288	344	413	461	133^	187^	208^	214^	216^	142^	85^	169^	132^
MAGNUM, P.I.																														
	THU.	8.00P	60	CBS	PD	97	99	A	23.4	36	1961	1872	693	260	770	231	388	358	368	322	649	235	391	346	300	225	210	103	243	164
		8.00 - 8.30						B	22.5	34	1886	1805	740	268	814	247	419	394	379	337	633	220	380	337	303	215	158	60	200	126
		8.30 - 9.00						A	22.2	35	1860	1855	687	261	764	222	374	349	366	332	638	222	372	332	297	230	196	90	257	174
								A	24.6	37	2061	1883	698	260	776	236	400	365	374	316	657	244	403	357	300	221	221	115	229	156
MAMA MALONE																														
	WED.	8.30P	30	CBS	CS	96	99	A	12.2	19	1022	1769	711	323	820	270	417	357	333	348	394	129	203	153	163	163	228	146	327	261
								B	12.2	19	1022	1769	711	323	820	270	417	357	333	348	394	129	203	153	163	163	228	146	327	261
MAMA'S FAMILY CONT'D																														
							186	A	12.9	22	1081	1825	681	266	780	247	415	396	346	316	502	168	297	266	235	170	197	117	346	279

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
MAMA'S FAMILY-CONT'D																																		
1	SAT.	9.30P	30	NBC	CS	94	95	B	12.8	21	1073	1820	730	271	804	278	447	411	355	302	535	195	317	290	247	178	203	112	278	216				
2	SAT.	9.00P	30																															
MASTER																																		
	FRI.	8.00P	60	NBC	A	3	170	185	A	11.6	19	972	2160	696	311	778	302	495	447	370	236	827	380	588	488	339	192	203	61^	352	224			
		8.00 - 8.30				90	95	B	11.1	18	930	2068	699	288	757	275	459	437	370	238	780	340	567	481	349	172	184	67	347	219				
		8.30 - 9.00						A	11.5	19	964	2144	691	294	782	291	489	437	384	244	830	373	590	493	350	193	198	50^	334	216				
								A	11.8	19	989	2150	690	322	764	310	495	451	353	222	817	383	578	478	324	191	206	71^	363	227				
MATT HOUSTON																																		
	FRI.	10.00P	60	ABC	PD	19	180	196	A	16.3	28	1366	1572	658	256	701	232	475	459	411	179	640	209	445	442	346	153	81^	51^	150	116			
		10.00 - 10.30				96	99	B	15.7	27	1316	1643	712	266	764	249	483	465	414	230	610	215	403	376	314	166	135	65	134	98				
		10.30 - 11.00						A	15.7	27	1316	1579	658	263	705	232	479	461	411	177	639	211	445	437	344	152	76^	46^	159	126				
								A	16.8	30	1408	1563	662	251	699	233	472	456	411	183	636	206	442	447	346	150	83^	55^	145	109				
MIKE HAMMER																																		
1	SAT.	10.00P	60	CBS	PD	6	189		A	15.4	28	1291	1704	679	221	763	168^	420	427	452	285	685	164^	406	404	415	218	149^	47^	107^	78^			
		10.00 - 10.30				95		B	15.2	27	1274	1655	670	252	727	199	411	418	392	261	692	222	449	417	374	205	119	48	117	86				
		10.30 - 11.00						A	15.2	27	1274	1711	688	223	767	183	429	426	447	279	700	182	419	404	415	226	147^	45^	97^	70^				
								A	15.7	29	1316	1678	664	218	752	151^	406	421	453	291	666	146^	390	400	415	209	146^	46^	114^	83^				
MISSISSIPPI																																		
1	TUE.	8.00P	60	CBS	GD	19	143	197	A	12.3	18	1031	1471	726	261	860	182	291	295	363	501	422	75^	134	140	160	268	66^	42^	123	86^			
2	TUE.	8.05P	60			86	97	B	13.6	20	1140	1488	769	228	863	163	287	287	378	515	463	88	159	164	213	268	69	35	93	62				
		8.00 - 8.30						A	11.2	17	939	1474	731	242	861	170	277	285	370	514	407	59^	125	133	164	262	71^	49^	135	97^				
		8.30 - 9.00						A	12.8	18	1073	1481	725	270	859	189	293	293	353	498	437	88^	139	146	152	275	61^	38^	124	85^				
NBC MONDAY NIGHT MOVIES																																		
2	MON.	9.00P	120	NBC	FF	18	199		A	18.3	29	1534	1671	719	313	769	229	426	386	365	286	635	200	397	366	328	204	119^	57^	148^	91^			
		9.00 - 9.30				97		B	18.7	28	1567	1640	785	286	876	314	530	479	395	284	546	197	354	325	260	159	135	74	83	50				
		9.30 - 10.00						A	18.3	27	1534	1776	765	342	815	248	463	394	379	299	664	222	435	385	332	210	129^	63^	168	99^				
		10.00 - 10.30						A	18.7	28	1567	1659	694	294	745	204	398	370	379	284	624	188	387	343	343	204	126^	60^	164	102^				
		10.30 - 11.00						A	18.4	29	1542	1621	707	310	760	236	436	402	347	276	623	190	380	360	316	198	109^	51^	129^	81^				
								A	17.8	30	1492	1625	713	308	754	224	403	375	353	291	628	203	386	370	315	208	113^	59^	130^	84^				
NBC NEWS DIGEST-M-F																																		
1	MON.	9.05P	1	NBC	N	119	159	174	A	13.8	21	1156	1997	689	287	757	266	440	406	347	263	689	294	463	371	309	186	220	96	331	205			
1	TU-F	8.58P	1			83	87	B	13.3	20	1115	1878	680	252	762	253	430	394	349	280	620	229	383	333	280	199	200	93	296	195				
2	MTHF	8.58P	1																															
2	TUE.	9.09P	2																															
NBC NEWS DIGEST-2-M-F																																		
1	TU&TH	9.58P	1	NBC	N	57	174	177	A	11.4	18	955	1639	690	296	742	290	441	405	334	247	589	279	418	325	242	151	186	89	122	70			
2	MON.	9.49P	1			88	89	B	12.6	19	1056	1730	741	290	823	315	515	469	370	250	585	244	394	341	259	156	174	94	148	95				
2	W & F	9.58P	1																															
NBC NEWS DIGEST-SAT																																		
	SAT.	8.58P	1	NBC	N	24	170	177	A	12.2	20	1022	2000	716	243	808	258	410	368	318	344	504	172	312	290	218	166	244	122	444	346			
						89	90	B	11.7	19	980	1967	697	242	769	239	417	372	343	301	527	173	301	279	250	181	229	119	442	304				
NBC NEWS DIGEST-2-SAT.																																		
1	SAT.	9.58P	1	NBC	N	9	175		A	10.4	18	872	1951	694	329	831	263^	450	417	338	340	568	185^	328	285	262^	197^	260^	112^	292	292			
						91		B	9.9	16	830	1855	684	281	776	286	434	389	323	292	614	217	369	338	295	195	208	93	257	215				
NBC NEWS DIGEST-SUN																																		
	SUN.	8.58P	1	NBC	N	24	183	183	A	13.3	19	1115	1924	645	273	728	262	416	374	341	254	583	246	385	295	216	169	269	104^	344	221			
						87	88	B	14.6	21	1223	2043	683	271	776	292	496	441	355	231	649	249	443	384	306	169	232	103	386	253				
NBC NEWS DIGEST-2-SUN.																																		
2	SUN.	9.57P	1	NBC	N	14	188		A	12.1	19	1014	1747	620	281	620	194^	339	371	372	197^	811	271	530	533	426	220^	273	25^	43^	43^			
						90		B	13.6	20	1140	1792	740	298	817	290	507	456	401	256	661	263	456	401	317	162	209	85	105	71				
NBC NIGHTLY NEWS-SAT.																																		
	SAT.	6.30P	30	NBC	N	21	166	163	A	8.1	16	679	1482	666	202	717	123^	268	238	328	426	628	108^	226	265	274	344	59^	36^	78^	40^			
						91	89	B	8.7	16	729	1497	661	219	744	135	280	274	326	422	594	123	256	260	277	298	86	45	73	49				

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
									%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
NBC NIGHTLY NEWS-SUN	SUN.	6.30P	30	NBC N		11	168	167	A	8.1	15	679	1474	547	198	615	110^	240	249	307	331	649	180	328	308	310	267	69^	8v	141^	75^
							88	86	B	7.2	12	603	1545	659	233	726	129	285	293	374	373	605	136	278	291	326	265	92	24	122	75
NBC NIGHTLY NEWS	M-F	6.30P	30	NBC N		119	205	206	A	11.1	20	930	1592	714	210	790	137	322	323	406	422	636	179	295	275	269	292	73	29^	93	60^
							99	99	B	11.3	20	947	1564	691	222	770	150	315	307	360	405	621	160	291	271	281	289	78	30	95	60
NBC SUNDAY NIGHT MOVIE	SUN.	9.00P	120	NBC FF		18	198	202	A	14.5	23	1215	1811	686	255	707	254	453	418	364	207	728	291	511	444	328	170	210	89^	166	137
	9.00 - 9.30								B	16.8	25	1408	1803	731	292	809	294	515	463	389	243	687	274	476	413	326	168	185	80	122	79
	9.30 - 10.00								A	14.6	21	1223	1859	670	247	697	260	439	418	342	212	720	303	506	454	318	158	240	114	202	156
	10.00 - 10.30								A	14.9	22	1249	1891	715	274	740	271	480	442	387	207	743	291	518	490	348	166	223	93^	185	151
	10.30 - 11.00								A	14.9	24	1249	1747	675	247	687	245	451	405	353	198	732	294	516	433	330	174	190	72^	138	118
									A	13.7	23	1148	1722	671	243	694	239	436	406	365	205	703	272	489	384	310	183	183	78^	142	125
NEW SHOW	FRI.	10.00P	60	NBC GV		9	178	185	A	6.7	12	561	1724	643	309	696	284	498	474	333	181^	619	310	440	381	245	124^	189^	113^	220	158^
	10.00 - 10.30								B	8.0	14	670	1768	627	312	698	320	500	428	306	166	663	334	497	466	280	115	188	87	219	160
	10.30 - 11.00								A	7.2	12	603	1760	657	310	709	290	509	480	333	188^	610	297	429	394	241	132^	177^	106^	264	202
									A	6.3	11	528	1629	618	303	665	274	476	455	324	168^	609	314	435	354	240	115^	194^	113^	161^	100^
NEWHART	MON.	9.30P	30	CBS CS		19	201	204	A	16.1	24	1349	1503	707	295	781	260	383	371	305	332	502	181	301	265	206	180	1			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0.000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
CAMPAIGN '84:PRIMARIES(S)						194		A	7.4	24	620	1090	519 249^	599	56^	188^	211^	291^	360^	467	216^	246^	164^	154^	192^	24^	22^	LT	LT				
2 TUE. 11.43P 35 CBS P						98		A	8.5	25	712	1174	534 255^	637	31^	188^	238^	314^	393^	513	222^	278^	209^	192^	198^	24^	24^	LT	LT				
11.30 - 12.00								A	6.3	22	528	998	502 243^	557	89^	192^	180^	268^	320^	415^	212^	212^	109^	111^	185^	26^	22^	LT	LT				
12.00 - 12.30								A	3.4	16	285	1168	460^140^	491^169^	232^185^	241^200^	599^151^	340^329^	424^189^	LT	LT	64^	64^										
CBS NCAA BSKBL CHAMP-THU(S)						193		A	5.2	15	436	1174	523^147^	578 280^	342^184^	204^197^	546 169^	301^248^	303^204^	LT	LT	50^	50^										
2 THU. 11.33P 147 CBS SE						96		A	3.7	14	310	1306	644^165^	644^303^	403^239^	303^180^	584^127^	294^301^	438^202^	LT	LT	78^	78^										
11.30 - 12.00								A	3.3	16	277	1162	426^198^	505^116^	227^282^	284^223^	567^130^	358^365^	437^144^	LT	LT	90^	90^										
12.00 - 12.30								A	3.0	19	251	980	267^84^	267^LT	LT 59^	196^208^	609^159^	395^415^	450^135^	20^LT	84^	84^											
1.00 - 1.30								A	2.0	18	168	1214^	298^84^	298^LT	LT 124^	208^174^	821^184^	428^410^	637^280^	95^LT	LT	LT											
1.30 - 2.00								A	4.4	16	369	1322	444^186^	462^126^	235^250^	250^148^	715 350^	540^499^	301^107^	87^	30^	58^	40^										
CBS NCAA BSKBL CHAMP-FRI(S)						188		A	6.0	16	503	1423	652 241^	668 178^	372^387^	364^214^	536 213^	351^333^	283^135^	117^	26^	102^	73^										
2 FRI. 11.30P 136 CBS SE						96		A	4.6	15	385	1371	432^224^	450^131^	235^246^	246^151^	693 348^	522^480^	253^130^	124^	33^	104^	75^										
11.30 - 12.00								A	4.0	16	335	1143	273^147^	291^61^	96^104^	158^126^	782 403^	624^563^	317^81^	70^	38^	LT	LT										
12.00 - 12.30								A	3.8	19	318	1233	330^154^	349^104^	173^169^	185^95^	843 446^	686^623^	321^76^	41^	41^	LT	LT										
1.00 - 1.30								A	3.1	19	260	1373	396^77^	419^161^	231^266^	185^92^	954 462^	684^696^	418^112^	LT	LT	LT	LT										
1.30 - 2.00								A	1.3	15	109	963	404^119^	441^74^	193^193^	202^220^	441^211^	340^284^	166^92^	81^	LT	LT	LT										
CBS NEWS NIGHTWATCH-1						116	70 74	B	1.5	16	126	784	358 112^	405 151	242 178	181 146	334 148	224 206	148 78	LT	LT	LT	LT										
1 M-THSU 2.00A 30 CBS N						69	70																										
2 MWTHSU 2.00A 30																																	
CBS NEWS NIGHTWATCH-2						120	104 104	A	1.2	24	101	713	276^89^	267^11	169^169^	168^98^	406^188^	267^257^	199^119^	LT	LT	LT	LT										
1 M-THSU 2.30A 210 CBS N						89	89	B	1.3	25	109	663	297 78	345 109	207 158	160 124	296 130	197 173	138 83	LT	LT	LT	LT										
2 MWTHSU 2.30A 210																																	
2 TUE. 2.49A 191																																	
2.30 - 3.00								A	1.5	22	126	976	381^167^	381^79^	254^269^	223^112^	531 253^	357^294^	223^143^	64^	LT	LT	LT										
3.00 - 3.30								A	1.4	25	117	726	308^60^	308^51^	205^205^	197^103^	401^153^	256^247^	222^103^	LT	LT	LT	LT										
3.30 - 4.00								A	1.3	27	109	697	284^LT	294^55^	193^193^	174^101^	385^146^	201^201^	212^147^	LT	LT	LT	LT										
4.00 - 4.30								A	1.2	27	101	693	307^LT	307^50^	188^188^	198^119^	366^267^	307^277^	79^59^	LT	LT	LT	LT										
4.30 - 5.00								A	1.1	26	92	652	141^LT	141^LT	66^66^	65^75^	478^250^	391^391^	228^87^	LT	LT	LT	LT										
5.00 - 5.30								A	1.2	28	101	515^	128^99^	139^LT	50^50^	79^89^	317^119^	178^178^	198^139^	59^	LT	LT	LT										
5.30 - 6.00								A	1.1	24	92	652	359^229^	359^LT	185^185^	239^174^	217^109^	109^109^	108^108^	76^	LT	LT	LT										
CBS SUNDAY NEWS-OSGOOD						24	130 127	A	5.5	11	461	1443	534 149^	620 169^	219^259	324 314	672 314	427 298	228^194^	92^	70^	59^	59^										
SUN. 11.00P 15 CBS N						69	69	B	6.2	13	520	1306	673 241^	744 176	301 329	349 372	490 154	265 223	239 191	39	23	33	22										
DAVID LETTERMAN I						96	187 187	A	3.1	16	260	1315	539 219	588 273	350 323	211^177^	588 396	500 312	150^66^	116^	81^	23^	LT										
1 M-TH 12.30A 30 NBC GV						96	96	B	3.0	15	251	1274	517 203	602 276	381 275	206 183	595 366	476 296	167 100	53	20	24	LT										
2 MWTH 12.30A 30																																	
2 TUE. 12.35A 30																																	
DAVID LETTERMAN II						96	187 188	A	2.3	15	193	1135	493 213^	539 264^	347 281^	176^145^	539 352	441 238^	140^72^	57^	LT	LT	LT										
1 M-TH 1.00A 30 NBC GV						96	96	B	2.2	14	184	1199	487 198	565 270	373 272	171 160	576 362	461 287	153 93	39	LT	LT	LT										
2 MWTH 1.00A 30																																	
2 TUE. 1.05A 30																																	
'84 VOTE: SUPER TUE-11:30P(S)						197		A	5.5	18	461	1312	480^122^	562 159^	259^246^	286^243^	598 150^	341^300^	341^219^	21^	21^	131^	74^										
2 TUE. 11.30P 65 ABC P						98		A	7.0	20	587	1508	545 139^	651 196^	301^270^	333^285^	630 178^	379^336^	329^211^	37^	37^	190^	120^										
11.30 - 12.00								A	4.4	16	369	1041	390^101^	439^97^	187^209^	225^195^	559^116^	295^257^	356^228^	LT	LT	43^	LT										
12.00 - 12.30																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																										
EYE ON HOLLYWOOD																										
1	MON.	12.00M	30	ABC	GV	16	127 128	A	2.2	8	184	1027	543 261^	587 141^	337 342	321 218^	418 141^	249^256^	217^119^	LT	LT	LT	LT			
1	TU&TH	12.00M	32			72	74	B	2.1	8	176	1033	518 276	586 177	348 294	292 209	417 166	260 242	199 113	LT	LT	LT	LT			
1	W & F	12.00M	31																							
2	M & F	12.00M	31																							
2	WED.	12.07A	30																							
2	THU.	12.00M	30																							
FRIDAY NIGHT VIDEOS																										
	FRI.	12.30A	90	NBC	PC	24	200 199	A	3.9	19	327	1450	474 324^	560 309^	444 300^	184^103^	426 328^	391 239^	95^ 19^	412 189^	52^ 52^					
		12.30 - 1.00				98	98	B	3.9	18	327	1376	463 208	536 296	418 314	181 92	527 352	436 297	142 61	242 126	71 64					
		1.00 - 1.30						A	4.9	20	411	1436	497 312	609 319	438 275^	205^151^	516 354	456 297	158^ 36^	247^138^	64^ 64^					
		1.30 - 2.00						A	3.8	19	318	1478	525 358^	597 335^	486 352^	192^ 98^	364^355^	355^170^	LT LT	488 202^	29^ 29^					
								A	3.1	20	260	1358	355^278^	405^243^	374^266^	135^ 27^	331^246^	323^224^	85^ LT	572 257^	50^ 50^					
LATE MOVIE I																										
1	MTUHF	11.30P	68	CBS	FF	126	169 177	A	5.7	21	478	1107	520 219	598 161	293 280	284 242	456 240	291 207	128 129	45^ 19^	LT	LT				
1	WED.	12.02A	69			87	91	B	6.4	21	536	1180	584 209	643 190	337 328	327 250	461 163	286 284	229 139	51 25	25 14					
2	MON.	11.30P	68																							
2	TUE.	12.19A	69																							
2	WED.	11.30P	69																							
		11.30 - 12.00						A	6.2	18	520	1200	580 234	667 182	331 316	325 265	446 216	277 209	137 146	69^ 27^	18^ LT					
		12.00 - 12.30						A	5.7	21	478	1121	529 225	611 155	304 295	304 244	475 251	304 214	131 142	35^ 18^	LT LT					
		12.30 - 1.00						A	5.1	24	427	1023	452 194	517 143	250 241	227 215	481 282	325 222	129^119^	20^ LT	LT LT					
1.00 - 1.30																										
								A	4.5	27	377	767	300 160	361 103^	103^ 72^	88^228	388 250	250 148^	61^128^	18^ LT	LT LT					
LATE MOVIE II																										
1	MON.	12.38A	45	CBS	FF	127	170 178	A	4.2	25	352	1040	440 187	522 164	284 275	225 173	474 236	304 231	173 130^	35^ LT	LT LT					
1	TUE.	12.38A	46			88	91	B	4.5	25	377	1056	498 189	552 170	305 300	289 190	447 171	280 260	226 125	41 20	16 LT					
1	WED.	1.11A	44																							
1	THU.	12.38A	48																							
1	FRI.	12.38A	47																							
2	MON.	12.38A	48																							
2	TUE.	1.28A	42																							
2	WED.	12.39A	47																							
		12.30 - 1.00						A	4.7	23	394	1099	483 216	602 219	366 327	248 168	450 214	277 196	167 135^	40^ LT	LT LT					
		1.00 - 1.30						A	4.1	26	344	1102	480 200	541 154^	290 311	255 175	522 256	353 270	202 135^	31^ LT	LT LT					
		1.30 - 2.00						A	3.4	27	285	747	235 126^	274 49^	49^ 57^	88^182^	456 253	253 214	140^133^	17^ LT	LT LT					
		2.00 - 2.30						A	3.3	31	277	563^	267^ 40^	267^ LT	LT LT	55^267^	296^163^	163^163^	36^133^	LT LT	LT LT					
NBC LATE NIGHT MOVIE																										
1	SUN.	11.30P	124	NBC	FF	24	70 71	A	1.4	6	117	829^	376^ 60^	419^197^	231^180^	162^188^	410^299^	316^145^	51^ 94^	LT LT	LT LT					
2	SUN.	11.30P	102			42	45	B	1.5	6	126	832	365 88	439 210	269 191	177 154	347 142	226 208	133 97	39 LT	LT LT					
		11.30 - 12.00						A	1.5	4	126	1048	572^ 79^	611^199^	334^295^	333^277^	437^199^	247^207^	166^190^	LT LT	LT LT					
		12.00 - 12.30						A	1.5	6	126	841^	364^ 79^	452^214^	214^134^	167^238^	389^326^	326^159^	LT 63^	LT LT	LT LT					
		12.30 - 1.00						A	1.3	7	109	899^	293^ 64^	367^239^	239^175^	64^128^	532^477^	477^156^	LT 55^	LT LT	LT LT					
		1.00 - 1.30						A	1.1	8	92	620^	294^ LT	337^174^	174^130^	109^163^	283^239^	239^ LT	LT LT	LT LT	LT LT					
SATURDAY NIGHT																										
	SAT.	11.30P	82	NBC	GV	21	202 204	A	7.2	20	603	1443	572 294	655 342	502 401	259 127^	576 278	466 400	257 84^	171^ 63^	41^ 36^					
		11.30 - 12.00				99	99	B	7.4	21	620	1563	549 251	627 307	482 379	253 117	663 392	552 409	227 85	208 116	65 51					
		12.00 - 12.30						A	8.2	20	687	1495	607 253	673 302	466 428	282 175	579 245	459 417	277 97^	157^ 56^	86^ 70^					
		12.30 - 1.00						A	7.3	21	612	1358	534 280	605 317	482 370	258 104^	572 289	473 394	258 69^	164^ 66^	17^ 17^					
								A	5.8	20	486	1434	551 377	685 447	599 402	216^ 65^	553 314	447 364	209^ 73^	196^ 65^	LT LT					

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+					
LATE FRINGE CONT'D																																	
TONIGHT SHOW 117 205 207 A 7.3 23 612 1361 636 216 716 236 375 340 329 286 527 238 358 280 221 128 71^ 37^ 47^ 38^																																	
1 M-F 11.30P 60 NBC GV 99 99 B 6.9 21 578 1368 619 200 682 228 364 316 325 266 589 264 394 297 232 166 56 26 41 30																																	
2 MWTHF 11.30P 60																																	
2 TUE. 11.35P 60																																	
11.30 - 12.00 A 7.9 22 662 1384 640 232 713 230 378 342 339 279 555 233 364 292 246 145 68^ 36^ 48^ 38^																																	
12.00 - 12.30 A 6.6 24 553 1342 638 201 729 246 376 342 322 301 492 247 351 270 190 106 73^ 38^ 48^ 38^																																	
*WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S) 194 A 7.2 18 603 1876 689 204^ 775 293^ 536 390 420 203^ 345^103^ 257^219^ 218^ 88^ 411 357^ 345^ 279^																																	
1 WED. 4.30P 60 ABC FV 97																																	
4.30 - 5.00 A 6.4 17 536 1722 699 198^ 790 306^ 585 426^ 446 182^ 306^ 93^ 241^203^ 213^ 65^ 361^314^ 265^ 220^																																	
5.00 - 5.30 A 8.0 19 670 1982 675 206^ 757 277^ 493 363 397 218^ 372 107^ 265^228^ 224^107^ 447 391 406 323^																																	
ABC DAYTIME NEWSBRIEF-M-F 118 186 187 A 7.9 25 662 1369 850 263 962 519 728 549 363 175 237 122 175 123 76^ 58^ 75^ 69^ 95 39^																																	
M-F 1.57P 2 ABC N 96 96 B 8.4 26 704 1399 843 267 948 494 701 544 361 186 263 148 198 133 84 55 98 72 90 26																																	
ABC WORLD NEWS-MORN-645A 118 158 158 A 2.2 15 184 1196 582 174^ 604 164^ 369 381 325 190^ 538 147^ 353 293^ 276^175^ 27^ 27^ 27^ LT																																	
M-F 6.45A 15 ABC N 87 87 B 2.1 16 176 1200 576 250 618 200 389 365 299 190 462 132 258 240 231 175 72 57 48 38																																	
ALL MY CHILDREN 120 204 205 A 8.6 27 721 1374 846 263 968 513 715 519 372 189 247 130 191 136 80 54^ 66^ 62^ 93 35^																																	
M-F 1.00P 60 ABC DD 98 99 B 9.2 29 771 1405 837 264 947 496 701 536 359 186 268 151 203 135 86 55 95 71 95 26																																	
1.00 - 1.30 A 8.2 26 687 1358 840 253 959 505 698 501 367 194 250 137 194 137 76^ 52^ 80^ 56^ 89 32^																																	
1.30 - 2.00 A 9.1 28 763 1360 841 267 960 511 718 529 370 181 235 120 177 131 77 54^ 70^ 66^ 95 36^																																	
ANOTHER WORLD 116 202 202 A 5.4 18 453 1130 802 170 870 190 404 389 414 428 194 73^ 95^ 58^ 74^ 89^ 24^ 20^ 42^ 24^																																	
M-F 2.00P 60 NBC DD 99 99 B 5.6 18 469 1208 837 133 918 247 439 398 390 442 197 60 80 53 75 104 40 22 53 30																																	
2.00 - 2.30 A 5.5 18 461 1137 794 171 857 191 403 387 399 417 219 85^ 111^ 71^ 87^ 93^ 19^ 18^ 42^ 22^																																	
2.30 - 3.00 A 5.3 18 444 1113 805 164 878 185 398 385 429 442 164 59^ 74^ 45^ 61^ 83^ 30^ 23^ 41^ 25^																																	
AS THE WORLD TURNS 115 202 204 A 7.9 25 662 1207 763 123 880 227 355 351 390 459 264 99 132 108 69^126 22^ 16^ 41^ 16^																																	
M-F 1.30P 60 CBS DD 98 99 B 7.9 25 662 1283 833 141 918 238 388 366 379 468 249 85 118 95 86 122 41 26 75 24																																	
1.30 - 2.00 A 7.7 24 645 1197 764 126 879 219 344 341 384 471 262 94 129 105 71^126 17^ 14^ 39^ 15^																																	
2.00 - 2.30 A 8.1 27 679 1200 756 116 874 234 362 358 390 444 264 104 132 107 65^127 24^ 16^ 38^ 15^																																	
BENSON DAYTIME 109 184 183 A 3.9 15 327 1257 727 183 809 376 476 410 296 247 238 107^ 156^104^ 94^ 76^ 75^ 37^ 135^ 55^																																	
M-F 11.00A 30 ABC CS 90 90 B 4.0 16 335 1294 667 156 741 358 503 409 287 177 305 149 208 153 110 76 97 50 151 59																																	
CAPITOL 117 192 193 A 6.5 22 545 1206 759 110 862 255 384 355 365 425 266 109 127 92^ 55^133 44^ 29^ 34^ 15^																																	
M-F 2.30P 30 CBS DD 95 96 B 6.4 21 536 1288 809 142 893 266 419 373 363 426 223 82 104 81 75 112 71 44 101 42																																	
CBS EARLY MORNING NEWS 120 134 135 A 1.6 15 134 746 276^ 68^ 276^ 97^ 142^127^ 97^119^ 418^127^ 276^261^ 201^127^ 38^ LT LT LT																																	
M-F 6.30A 30 CBS N 89 89 B 1.5 16 126 953 453 106 478 129 225 220 197 208 378 88 188 182 175 173 43 LT 54 LT																																	
CBS MORNING NEWS 1 120 194 194 A 3.2 14 268 1250 639 75^ 646 131^ 268 265 242 363 496 92^ 149^171^ 173^325 37^ 22^ 71^ 63^																																	
M F 7.30A 30 CBS N 99 99 B 3.6 17 302 1281 624 129 654 116 239 252 274 372 520 112 208 212 244 287 42 18 65 34																																	
CBS MORNING NEWS 2 119 195 195 A 3.6 15 302 1199 713 99^ 726 126^ 230 275 315 451 415 110^ 194 192 155^212 15^ LT 43^ LT																																	
M-F 8.30A 30 CBS N 99 99 B 3.9 17 327 1122 628 104 654 101 188 219 297 405 401 98 180 183 191 194 25 LT 42 22																																	
CBS SCHOOLBREAK SPECIALS(S) 157 A 4.7 12 394 1485 523^203^ 579^122^ 318^297^ 307^214^ 300^ 75^ 178^201^ 149^ 99^ 385^180^ 221^ 193^																																	
1 TUE. 4.30P 60 CBS CL 85																																	
4.30 - 5.00 A 4.4 11 369 1352 494^163^ 559^127^ 290^254^ 271^226^ 265^ 73^ 162^173^ 125^ 92^ 335^176^ 193^ 133^																																	
5.00 - 5.30 A 5.0 12 419 1582 539^236^ 589 114^ 335^327^ 334^203^ 320^ 74^ 187^220^ 165^100^ 427^184^ 246^ 246^																																	
DAYS OF OUR LIVES 116 207 207 A 7.2 23 603 1332 827 182 885 295 487 439 361 360 337 122 196 142 155 125 44^ 32^ 66^ 25^																																	
CONT'D																																	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET				TYPE	PROG. WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)				
										TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																													
CBS NCAA BASKETBAL-CONT'D																													
		12.00		12.30		A		3.6	11	302	1209	226	103	437	242	318	106	92	119	343	177	286	143	109	57	135	LT	294	165
		12.30		1.00		A		4.5	14	377	1345	324	181	475	230	331	231	152	93	452	242	364	196	134	88	119	LT	299	141
		1.00		1.30		A		5.7	17	478	1328	330	173	472	206	318	219	204	110	592	253	443	325	251	149	84	LT	180	88
		1.30		2.00		A		6.4	18	536	1347	347	144	458	197	270	197	173	149	555	217	422	380	256	133	151	LT	183	84
CBS NCAA BASKETBALL-SUN 6 195																													
	1 SUN.		1.00P	120	CBS SE	B		5.8	15	486	1599	477	181	477	112	274	235	215	174	848	395	576	499	347	227	155	LT	119	62
		1.00		1.30		B		6.4	17	536	1584	427	164	458	123	268	249	251	160	847	329	560	511	431	222	175	75	104	76
		1.30		2.00		A		5.8	17	486	1582	440	239	440	108	292	225	210	148	840	398	609	514	321	207	147	LT	155	99
		2.00		2.30		A		6.1	16	511	1722	483	217	483	123	292	269	218	162	966	412	655	638	451	223	106	LT	167	89
		2.30		3.00		A		5.5	14	461	1605	540	161	540	167	317	247	204	193	813	409	539	433	294	250	135	LT	117	60
						A		5.7	14	478	1479	447	101	447	54	194	196	222	197	764	369	496	401	313	224	232	LT	36	LT
CBS NCAA BSKBL CHAMP-SA-1 1 200																													
	2 SAT.		12.00N	125	CBS SE	B		8.1	23	679	1381	301	119	343	58	159	188	181	152	719	256	423	419	288	220	122	35	197	99
		12.00		12.30		B		8.1	23	679	1381	301	119	343	58	159	188	181	152	719	256	423	419	288	220	122	35	197	99
		12.30		1.00		A		6.8	21	570	1344	365	128	395	90	206	223	207	160	667	271	385	334	211	229	114	44	168	68
		1.00		1.30		A		7.7	22	645	1454	316	131	364	57	186	205	192	159	749	235	430	445	320	236	115	41	226	135
		1.30		2.00		A		8.5	24	712	1435	262	110	302	40	132	155	154	147	744	250	439	441	307	214	136	52	253	150
		2.00		2.30		A		9.3	26	779	1332	271	120	313	43	121	172	166	141	708	273	431	453	281	198	130	19	181	66
						A		7.5	20	629	1170	281	72	298	61	107	129	164	169	694	266	430	364	327	212	99	LT	79	37
CBS NCAA BSKBL CHAMP-SA-2 1 200																													
	2 SAT.		2.07P	135	CBS SE	A		9.4	26	788	1184	229	68	244	57	63	79	99	163	805	318	547	491	369	197	44	LT	91	49
		2.00		2.30		B		9.4	26	788	1184	229	68	244	57	63	79	99	163	805	318	547	491	369	197	44	LT	91	49
						A		8.6	25	721	1165	263	77	279	67	91	112	130	167	741	304	480	410	321	210	90	LT	55	20
		2.30		3.00		A		9.6	27	804	1107	224	65	237	65	65	84	92	153	799	329	536	462	346	200	17	LT	54	19
		3.00		3.30		A		9.3	26	779	1193	241	74	253	57	57	74	91	179	857	354	612	546	378	179	LT	LT	83	40
		3.30		4.00		A		9.8	26	821	1220	213	70	232	58	58	70	86	157	842	327	588	542	397	201	53	LT	93	54
		4.00		4.30		A		9.5	25	796	1260	224	71	237	38	56	67	112	167	758	251	481	459	394	206	85	LT	180	123
CBS NCAA BSKBL CHAMP-SPEC 5) 20																													
	2 SAT.		4.22P	128	CBS SE	A		3.8	23	821	1347	26	83	277	45	99	98	143	161	846	304	560	526	438	208	74	LT	150	92
		4.00		4.30		A		9.0	23	754	1260	232	69	246	42	61	66	124	169	765	245	472	454	405	217	73	LT	176	131
		4.30		5.00		A		9.8	25	821	1350	219	78	231	36	71	75	124	145	837	313	566	502	420	203	76	LT	206	145
		5.00		5.30		A		9.7	23	813	1308	211	63	219	24	79	85	128	123	875	314	590	584	463	195	50	LT	164	128
		5.30		6.00		A		9.9	23	830	1366	261	82	271	35	92	100	143	161	847	302	542	540	429	220	86	LT	162	94
		6.00		6.30		A		10.1	21	846	1375	349	131	383	80	153	141	178	204	838	299	556	494	440	202	86	LT	68	LT
CBS NCAA BSKBL CHMP-SF-1(S) 201																													
	2 SUN.		12.00N	131	CBS SE	A		8.9	24	746	1288	277	92	295	50	112	157	181	121	878	309	556	556	451	220	74	43	41	38
		12.00		12.30		A		6.5	19	545	1189	280	70	305	46	88	120	155	160	768	189	439	569	483	199	71	31	45	45
		12.30		1.00		A		7.9	22	662	1210	231	77	252	21	79	121	169	110	827	262	510	561	462	211	75	44	56	56
		1.00		1.30		A		9.0	24	754	1223	279	105	302	73	132	165	171	113	822	288	518	544	407	215	54	40	45	34
		1.30		2.00		A		10.7	27	897	1388	295	104	295	52	127	193	193	102	974	384	630	557	458	248	79	48	40	40
		2.00		2.30		A		12.6	31	1056	1473	308	106	328	60	128	168	205	140	1021	385	688	595	504	237	114	64	10	10
CBS NCAA BSKBL CHMP SP-2(S) 200																													
	2 SUN.		2.09P	134	CBS SE	A		9.0	23	754	1228	242	102	261	71	130	152	139	97	867	339	602	550	426	204	92	28	8	8
		2.00		2.30		A		9.7	26	813	1219	195	78	199	59	90	106	96	88	894	295	611	554	484	232	112	32	14	14
		2.30		3.00		A		9.0	23	754	1300	270	127	290	95	162	173	145	97	864	331	596	550	432	203	130	45	16	16
		3.00		3.30		A		8.2	21	687	1291	278	114	305	81	147	174	158	113	883	376	634	564	406	190	93	29	10	10
		3.30		4.00		A		11.88	26	104	1188	261	104	283	64	141	164	162	104	839	343	592	532	399	191	66	18	LT	LT
		4.00		4.30		A		9.2	22	771	1161	201	85	210	52	92	130	121	80	892	357	598	569	430	220	59	16	LT	LT
CBS NCAA BSKBL CHMP-SP-3(S) 201																													
						A		10.3	23	863	1316	294	135	319	64	120	160	188	149	924	329	600	588	491	245	43	12	30	25

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
									%	%	(0,000)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M-11					
WEEKEND DAYTIME CONT'D																															
MENUDO-10:25AM						26	201	201	A	5.4	18	453	1717	141^	73^	213^	105^	155^	105^	108^	58^	263	103^	251^	191^	160^	12^	342	141^	899	489
SAT. 10.25A				4	ABC CN	99	99	B	6.1	21	511	1796	225	99	262	141	195	140	90	61	192	97	165	117	86	25	310	150	1032	637	
MENUDO-11:55AM						8	202	201	A	6.9	22	578	1654	296	60^	351	175^	291	172^	176^	60^	213	150^	185^	99^	53^	28^	379	199^	711	388
SAT. 11.55A				4	ABC CN	99	99	B	6.1	19	511	1601	328	127	381	193	283	193	164	68	232	127	205	144	89	27	262	153	706	430	
MR. T						26	206	204	A	7.9	26	662	1979	442	254	455	311	384	252	128^	51^	238	145^	194	186	89^	20^	325	155^	961	540
SAT. 11.00A				30	NBC CA	98	98	B	8.5	28	712	1857	310	133	345	197	264	195	117	65	251	147	204	160	85	39	313	138	948	523	
MONCHICHIS						9	192	189	A	4.1	23	344	1988	189^	78^	209^	127^	153^	90^	82^	56^	272^	187^	239^	222^	85^	17	209	108^	1298	946
SAT. 8.00A				30	ABC CA	95	95	B	3.5	21	293	1771	178	62	182	81	105	85	70	70	164	92	143	131	60	LT	228	66	1197	814	
NCAA BASKETBALL GAME-SUN						8	179		A	4.3	11	360	2089	410^	219^	408^	153^	197^	213^	173^	151^	1158	665	986	769	399^	169^	294^	LT	229^	106^
1 SUN. 2.00P				124	NBC SE	92		B	4.4	11	369	1489	372	168	405	91	192	198	199	183	854	318	551	520	395	239	117	23	113	83	
2.00 - 2.30								A	3.2	8	268	2474	532^	365^	532^	223^	317^	319^	201^	168^	1402	853^	1237	1047	436^	165^	409^	LT	131^	LT	
2.30 - 3.00								A	3.8	9	318	2535	505^	358^	505^	191^	289^	296^	220^	160^	1275	756	1128	915	420^	147^	380^	LT	375^	212^	
3.00 - 3.30								A	4.7	11	394	2013	381^	161^	381^	123^	147^	167^	179^	171^	1093	592	934	711	422^	159^	274^	LT	265^	118^	
3.30 - 4.00								A	5.2	12	436	1718	299^	101^	299^	100^	118^	134^	132^	1038	593	846	581	345^	192^	201^	LT	180^	97^		
NCAA BASKETBALL-NAT'L						9	174		A	5.0	12	419	1303	396^	210^	425^	126^	227^	244^	218^	133^	789	229^	418^	506^	405^	233^	62^	LT	27^	19^
1 SAT. 4.00P				137	NBC SE	92		B	3.8	10	318	1362	383	154	424	107	217	210	231	161	738	260	467	452	341	211	109	22	91	66	
4.00 - 4.30								A	4.7	12	394	1221	341^	143^	366^	145^	223^	229^	180^	82^	783	315^	430^	543^	346^	176^	42^	LT	30^	30^	
4.30 - 5.00								A	4.2	11	352	1213	325^	165^	350^	119^	185^	187^	179^	103^	785	242^	379^	520^	401^	216^	30^	LT	48^	48^	
5.00 - 5.30								A	4.3	11	360	1369	463^	263^	463^	142^	247^	294^	243^	127^	820	230^	448^	510^	432^	242^	86^	LT	LT	LT	
5.30 - 6.00								A	5.6	13	469	1301	414^	231^	414^	105^	215^	210^	214^	156^	810	211^	428^	486^	426^	265^	77^	LT	LT	LT	
6.00 - 6.30								A	7.1	15	595	1422	441^	245^	540	129^	269^	275^	266^	200^	749	138^	404	476	433	273^	65^	12^	68^	29^	
NCAA BASKETBALL REG'L						6	174		A	3.5	10	293	1171	304^	201^	314^	68^	188^	192^	205^	82^	706^	198^	420^	529^	389^	153^	41^	LT	110^	40^
1 SAT. 2.00P				112	NBC SE	90		B	4.0	11	335	1422	328	101	354	104	193	171	148	138	769	285	503	466	362	218	139	39	160	78	
2.00 - 2.30								A	3.9	11	327	1281	278^	202^	299^	91^	204^	163^	179^	60^	675^	227^	498^	529^	344^	124^	132^	LT	175^	65^	
2.30 - 3.00								A	3.4	10	285	1211	315^	200^	315^	63^	200^	187^	208^	90^	766^	239^	468^	597^	429^	130^	LT	LT	130^	25^	
3.00 - 3.30								A	2.8	8	235	1115	362^	256^	362^	81^	230^	242^	243^	77^	693^	157^	340^	480^	391^	183^	LT	LT	60^	30^	
3.30 - 4.00								A	3.8	10	318	1072	302^	180^	302^	35^	129^	201^	216^	101^	738	161^	349^	531^	418^	207^	LT	LT	32^	32^	
NEW SCOOPY & SCRAPPY DOO						9	200	199	A	5.4	21	453	1901	224^	71^	297	219^	266	156^	63^	31^	253^	192^	253^	192^	61^	17	203^	63^	1148	541
SAT. 9.00A				30	ABC CA	99	99	B	5.3	21	444	1900	243	114	319	228	272	173	72	45	257	162	236	183	89	17	234	84	1090	587	
ONE TO GROW ON-8:28AM						13	196	200	A	4.8	26	402	1236	65^	33^	104^	71^	71^	47^	33^	33^	187^	110^	110^	110^	42^	77^	62^	28^	883	515
SAT. 8.28A				2	NBC CN	98	97	B	4.3	25	360	1907	262	99	303	160	233	185	130	55	235	128	178	170	90	36	296	132	1073	642	
ONE TO GROW ON-8:58AM						26	197	204	A	6.4	28	536	1418	164^	43^	188^	97^	145^	88^	75^	43^	108^	55^	72^	72^	35^	36^	163^	71^	959	496
SAT. 8.58A				2	NBC CN	98	98	B	4.9	24	411	1754	269	115	297	171	236	172	108	47	175	110	138	113	49	31	200	100	1082	608	
ONE TO GROW ON-10:28AM						24	206	205	A	9.2	31	771	1730	244	98^	263	220	235	140^	29^	23^	182	128^	147^	126^	37^	28^	258	132^	1027	634
SAT. 10.28A				2	NBC CN	99	99	B	9.1	32	763	1874	313	137	348	193	275	122	125	54	230	155	197	137	60	26	316	145	980	573	
ONE TO GROW ON 10:58AM						26	200	200	A	8.4	28	704	1886	335	187	354	247	288	179	81^	54^	238	151^	174	153^	79^	44^	267	144^	1027	648
SAT. 10.58A				2	NBC CN	97	97	B	8.2	29	687	1862	313	137	352	198	268	199	119	65	235	149	188	143	65	34	291	138	984	571	
ONE TO GROW ON-12:28PM						11	149	166	A	6.7	21	561	1790	507	211	535	287	424	311	202^	93^	276	152^	261	161^	109^	15^	178^	106^	801	465
SAT. 12.28P				2	NBC CN	73	88	B	6.2	19	520	1798	376	157	419	187	275	234	154	117	290	146	238	185	122	40	304	123	785	429	
PAC-MAN						26	201	201	A	5.4	20	453	1940	200^	75^	331	221^	271	163^	70^	60^	245^	142^	245^	196^	103^	LT	263	123^	1101	506
SAT. 9.30A				30	ABC CA	99	99	B	5.4	20	453	1804	244	100	289	155	218	164	91	65	190	103	161	129	74	26	229	123	1096	656	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																								
PRO BOWLERS TOUR													A	7.8	20	654	1457	609	179	621	191	332	275	299	283	679	154	325	349	375	294	44	44	113	80					
SAT. 3.30P 90 ABC SE													B	7.5	19	629	1338	538	148	566	150	254	253	265	280	619	173	330	317	296	256	67	30	86	57					
3.30 4.00													A	6.5	17	545	1648	699	273	712	303	466	308	277	246	740	203	417	415	392	267	45	45	151	105					
4.00 - 4.30													A	8.1	20	679	1373	571	147	583	142	266	237	301	312	639	128	288	316	353	297	49	49	102	71					
4.30 - 5.00													A	8.9	22	746	1387	571	136	586	152	290	281	310	285	664	143	291	325	377	307	39	39	98	70					
PUPPY FURTHER ADVENTURES													A	5.6	19	469	1678	209	101	314	198	245	109	116	69	192	143	170	69	49	10	36	170	808	456					
SAT. 11.00A 30 ABC CA													B	5.9	20	494	1725	268	114	321	177	255	169	116	56	254	171	225	135	69	24	276	168	874	539					
RASCALS/RICHIE RICH													A	4.7	21	394	2018	275	110	290	204	250	164	86	40	254	159	209	204	65	30	276	136	1198	712					
SAT. 8.30A 30 ABC CA													B	4.2	20	352	1786	264	127	289	146	212	164	102	68	225	118	190	150	91	28	229	92	1043	651					
ROAD TO SEATTLE(S)													A	7.4	16	620	1685	506	134	506	107	221	230	170	276	940	386	593	511	438	273	125	LT	114	70					
1 SUN. 5.30P 30 CBS SC																																								
ROAD TO SEATTLE-12.00PM(S)													A	3.5	11	293	1717	399	177	430	232	280	158	122	150	915	424	828	629	474	87	166	LT	206	171					
1 SUN. 12.00N 60 CBS SC																																								
12.00 - 12.30													A	2.9	9	243	1716	371	87	428	272	272	141	77	156	901	386	790	592	477	111	123	LT	264	231					
12.30 1.00													A	4.2	13	352	1639	405	230	405	192	269	162	146	136	886	429	818	630	457	68	194	LT	154	122					
RUBIK, THE AMAZING CUBE													A	5.8	20	486	1739	135	77	225	110	157	105	104	68	259	111	247	202	148	12	297	129	958	530					
SAT. 10.00A 30 ABC CA													B	6.4	23	536	1812	223	99	261	140	194	143	90	60	194	100	165	114	85	27	294	140	1063	654					
SATURDAY SUPERCAR													A	4.6	19	385	1657	192	31	199	71	106	86	37	93	192	140	140	77	24	52	125	42	1141	743					
SAT. 8.30A 60 CBS CA													B	5.2	24	436	1803	229	75	245	106	151	112	83	81	197	98	145	112	72	47	242	80	1119	760					
8.30 - 9.00													A	4.2	19	352	1491	179	29	179	71	99	89	28	80	189	148	148	72	13	41	57	LT	1066	642					
9.00 - 9.30													A	5.0	20	419	1773	199	32	213	71	107	94	41	106	186	131	131	82	28	55	178	71	1196	806					
SCHOOLHOUSE ROCK-8:25AM													A	4.6	24	385	2023	190	96	210	146	168	101	64	42	269	192	247	209	77	LT	254	140	1290	930					
SAT. 8.25A 4 ABC CN													B	4.1	23	344	1807	167	65	171	85	105	85	58	59	168	95	152	132	62	LT	249	73	1219	825					
SHIRT TALES													A	5.5	25	461	1412	151	36	182	91	142	93	79	40	125	68	77	77	34	48	147	63	958	515					
SAT. 8.30A 30 NBC CA													B	4.5	23	377	1749	258	107	287	154	221	168	114	52	175	107	135	110	52	33	210	107	1077	624					
SMURFS I													A	7.5	30	629	1544	210	92	231	142	190	153	80	34	124	107	113	83	17	11	186	78	1003	551					
SAT. 9.00A 30 NBC CA													B	6.3	27	528	1830	268	111	297	176	227	163	97	50	218	145	187	141	62	22	274	145	1041	580					
SMURFS II													A	9.0	33	754	1622	235	126	264	185	248	172	79	13	176	113	149	113	47	16	230	98	952	533					
SAT. 9.30A 30 NBC CA													B	8.2	31	687	1875	295	126	332	197	269	187	113	47	223	141	189	147	69	22	291	150	1029	568					
SMURFS III													A	9.3	32	779	1689	227	89	247	215	230	127	25	15	174	121	147	119	38	20	257	132	1011	597					
SAT. 10.00A 30 NBC CA													B	9.0	32	754	1901	316	136	349	195	281	209	126	51	234	154	197	146	66	27	319	151	999	577					
SPIDERMAN/HULK 1(B)													A	6.3	20	528	2013	562	447	562	322	453	364	216	75	219	115	197	153	104	22	264	91	968	424					
1 SAT. 11.30A 30 NBC CA																																								
SPIDERMAN/HULK 2(B)													A	7.4	23	620	1997	559	316	559	344	486	374	170	45	176	100	176	114	76	LT	188	134	1074	647					
1 SAT. 12.00N 30 NBC CA																																								
SPIDERMAN/HULK 1													A	5.6	19	469	1736	407	218	479	246	351	233	198	99	240	130	188	146	87	23	353	110	664	407					
2 SAT. 11.30A 30 NBC CA													B	6.2	20	520	1788	290	144	320	173	236	176	114	68	256	154	202	158	80	41	351	135	861	461					
SPIDERMAN/HULK 2													A	6.8	22	570	1675	468	138	532	237	363	260	252	149	315	188	260	151	103	35	244	78	584	314					
2 SAT. 12.00N 30 NBC CA													B	6.2	20	520	1822	346	161	390	188	270	213	149	98	279	161	215	169	94	46	319	124	834	460					
SPORTSBEAT													A	3.8	10	318	1478	531	277	572	163	355	192	259	217	705	201	424	412	424	215	57	LT	144	144					
SAT. 3.00P 30 ABC SC													B	3.4	10	285	1324	491	200	539	197	319	236	195	197	623	189	345	300	287	247	63	23	99	78					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK	START	DUR	NET	TYPE	WK 1	WK 2	K	AVG. AUD. SHARE	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
#	DAY	TIME					E	%	%																		
WEEKEND DAYTIME CONT'D																											
SPORTSWORLD 10 167 181 A 5.2 12 436 1571 397 129^ 480 208^ 307 220^ 223^143^ 958 455 650 471 368 258^ 80^ LT 53^ 48^																											
1 SUN. 4.04P 116 NBC SA 91 93 B 5.5 12 461 1502 445 179 498 148 294 284 268 156 789 295 502 451 368 231 109 34 106 78																											
2 SUN. 4.46P 74 A 5.2 13 436 1548 369^ 62^ 369^177^ 270^213^ 192^ 73^ 1122 587 799 530 443^236^ 57^ LT LT LT																											
4.00 - 4.30 A 5.8 13 486 1424 301 182^ 428 194^ 271 185^ 194^124^ 911 373 596 474 413 265 74^ LT 11^ LT																											
4.30 - 5.00 A 4.9 11 411 1684 465 136^ 553 263^ 358 224^ 233^158^ 965 485 665 450 330 259^ 74^ LT 92^ 92^																											
5.00 - 5.30 A 5.2 11 436 1585 422 114^ 498 176^ 306 252^ 252^171^ 904 433 606 453 323 256^ 103^ LT 80^ 64^																											
5.30 - 6.00																											
SUNDAY MORNING 24 170 168 A 4.5 18 377 1371 512 217^ 621 40^ 236^266^ 400 323 705 163^ 378 415 354 290^ 24^ 18^ 21^ 13^																											
SUN. 9.00A 90 CBS N 92 92 B 4.9 21 411 1291 561 245 603 106 235 249 312 335 555 142 277 306 301 227 47 29 86 46																											
9.00 - 9.30 A 3.9 17 327 1434 581 168^ 624 27^ 226^291^ 402 312^ 745 156^ 437 461 389 284^ 15^ 15^ 50^ 25^																											
9.30 - 10.00 A 4.7 19 394 1350 504 221^ 621 46^ 241^280^ 413 314 701 179^ 363 397 326 304 15^ 15^ 13^ 13^																											
10.00 - 10.30 A 4.8 18 402 1378 476 265^ 637 47^ 251^239^ 398 351 706 161^ 362 417 368 289^ 35^ 25^ LT LT																											
TARZAN LORD OF-JUNGLE 6 169 192 A 5.6 19 469 1518 273 77^ 334 159^ 197^142^ 84^137^ 373 277 326 228^ 49^ 47^ 186^ 75^ 625 361																											
SAT. 10.00A 30 CBS CA 81 96 B 5.6 19 469 1667 263 92 307 145 193 132 97 105 342 218 285 183 79 54 232 74 786 490																											
THIS WEEK-DAVID BRINKLEY 22 174 174 A 4.6 14 385 1478 623 213^ 649 85^ 190^256^ 270^393 649 207^ 259^210^ 175^366 34^ LT 146^ 101^																											
SUN. 11.30A 60 ABC N 94 95 B 4.0 12 335 1387 584 201 621 115 208 221 236 371 583 144 261 260 251 265 59 27 124 109																											
11.30 - 12.00 A 4.4 14 369 1531 665 282^ 719 106^ 213^279^ 294^440 626 204^ 261^206^ 158^349 36^ LT 150^ 104^																											
12.00 - 12.30 A 4.8 15 402 1410 579 139^ 579 64^ 161^232^ 241^347 668 211^ 258^211^ 186^382 28^ LT 135^ 93^																											
THUNDARR 23 148 152 A 6.1 19 511 1890 482 211^ 497 289 420 276 169^ 77^ 353 238 321 198^ 93^ 32^ 254 74^ 786 478																											
SAT. 12.30P 30 NBC CA 81 83 B 5.3 16 444 1736 358 152 398 205 273 210 135 101 299 184 245 181 85 47 276 122 763 414																											
USFL FOOTBALL 4 178 186 A 6.8 16 570 1588 435 135^ 465 162^ 230 224 189^184^ 972 404 580 575 397 328 56^ 13^ 95^ 47^																											
1 SUN. 2.30P 185 ABC SE 91 93 B 7.4 18 620 1559 427 170 456 132 236 233 220 184 904 290 505 521 440 335 98 15 101 62																											
2 SUN. 2.30P 205 A 6.0 15 503 1736 488 147^ 536 206^ 272 298 205^214^ 979 477 595 556 313 342 48^ 20^ 173^ 85^																											
2.30 - 3.00 A 6.7 17 561 1742 419 159^ 441 145^ 225 213 179^181^ 1089 510 686 679 378 337 77^ 16^ 135^ 78^																											
3.00 - 3.30 A 6.9 17 578 1690 464 155^ 483 167^ 257 225 203^174^ 1062 507 665 641 379 326 68^ 21^ 77^ 28^																											
4.00 - 4.30 A 7.0 17 587 1506 392 116^ 422 145^ 196^221 170^166^ 979 385 602 625 436 313 47^ LT 58^ 28^																											
4.30 - 5.00 A 7.0 16 587 1465 401 101^ 428 141^ 208 182^ 173^171^ 925 336 547 538 429 321 47^ 12^ 65^ 30^																											
5.00 - 5.30 A 7.5 17 629 1444 426 130^ 457 160^ 228 217 201 171^ 877 311 482 503 405 315 43^ 11^ 67^ 28^																											
5.30 - 6.00 A 7.0 15 587 1436 458 143^ 490 170^ 222^194^ 185^231^ 771 182^ 360^335^ 444 375^ 58^ LT 117^ 100^																											

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 5, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV WK. 1	61.5	63.7	65.5	66.5	67.2	68.2	68.6	68.5	68.6	68.1	67.3	65.8	62.5	60.3	59.6	57.2
(See Def. 1) WK. 2	61.1	63.6	64.7	67.6	67.2	67.4	67.9	68.8	67.6	68.1	66.7	65.5	63.3	61.8	60.9	58.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. MAR. 12, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.6, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		15,080 18.0	{		14,160 16.9	{		13,830 16.5	{		11,820 14.1	{		14,580 17.4
	ABC TV	{		{		FOUR UPS, BLEEP-BLUNDERS (SUS-SD)		A.K.A. PABLO		THREE'S COMPANY (R)		OH MADELINE (R)(SD)		HART TO HART		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		12,570 15.0	{		12,490 14.9	{		12,150 14.5	{		10,730 12.8	{		11,650 13.9
	SHARE OF AUDIENCE %	{		{		22 14.5	{		22 15.6	{		22 15.0	{		20 14.9	{		23 13.8*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		11,650 13.9	{		MISSISSIPPI (SD)		{		21,120 25.2		{		CBS TUESDAY NIGHT MOVIES CALAMITY JANE	
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,880 10.6	{		10.5*	{		10.8*	{		14,250 17.0	{		17.2*
	SHARE OF AUDIENCE %	{		{		16 10.6	{		16* 10.3	{		16* 10.6	{		28 16.3	{		27* 17.0
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		24,220 28.9	{		A TEAM (SD)		{		18,940 22.6		{		RIPTIDE (SD)	
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		19,270 23.0	{		21.7*	{		24.2*	{		14,160 16.9	{		17.1*
	SHARE OF AUDIENCE %	{		{		34 21.1	{		32* 22.3	{		35* 24.3	{		26 17.1	{		26* 17.2
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		15,750 18.8	{		14,410 17.2		{		14,500 17.3		{		12,820 15.3	
	ABC TV	{		{		(1) (S)(OP)		A.K.A. PABLO (S)(OP)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,660 16.3	{		12,490 14.9	{		12,650 15.1	{		11,400 13.6	{		14,500 17.3
	SHARE OF AUDIENCE %	{		{		24 15.7	{		21 16.7	{		22 14.9	{		20 14.8	{		28 15.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		16,590 19.8	{		24,470 29.2		{		MISSISSIPPI (8:05-9:05PM) (-OP)		{		CBS TUESDAY NIGHT MOVIES SECOND SIGHT: A LOVE STORY (9:05-11:11PM) (OP)(SD)(-OP)	
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		11,650 13.9	{		12.0*	{		14.7*	{		16,590 19.8	{		19.4*
	SHARE OF AUDIENCE %	{		{		20 11.7	{		18* 12.3	{		21* 14.2	{		31 15.2	{		29* 17.5
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		27,990 33.4	{		12,650 15.1		{		A TEAM (R)(SD)		{		DECISION '84-SUPER TUES	
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		19,190 22.9	{		22.7*	{		24.3*	{		22.6*	{		22.0*
	SHARE OF AUDIENCE %	{		{		33 22.0	{		33* 23.4	{		35* 24.2	{		33* 24.3	{		33* 23.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.2	61.9	63.8	64.8	66.5	67.5	68.5	69.0	67.2	66.6	65.5	64.3	60.9	58.9	56.9	54.5
		WK. 2	61.7	63.9	65.2	66.0	67.0	68.6	69.3	70.1	69.7	68.9	68.1	66.7	62.8	60.2	58.6	57.4

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	59.2	61.9	63.8	64.8	66.5	67.5	68.5	69.0	67.2	66.6	65.5	64.3	60.9	58.9	56.9	54.5
	WK. 2	61.7	63.9	65.2	66.0	67.0	68.6	69.3	70.1	69.7	68.9	68.1	66.7	62.8	60.2	58.6	57.4

U.S. TV Households: 83,800,000
(1) FOUL UPS, BLEEP-BLUNDERS, ABC, (8:03-8:30PM)

For explanation of symbols, See page A.

EVE.TUE. MAR.13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.7, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,940 23.8				25,980 31.0				21,370 25.5			
	ABC TV								FALL GUY (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						15,840 18.9	17.2*		20.5*	21,700 25.9	24.9*		26.8*	18,180 21.7	22.0*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						30 16.0	28* 18.4	32* 20.1	32* 21.0	39 24.5	38* 25.3	26.8	40* 26.8	37 22.3	36* 21.7	21.6	38* 21.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,410 16.0		12,820 15.3		20,360 24.3							
	CBS TV						ONE DAY AT A TIME (SD)		MAMA MALONE						CBS WEDNESDAY NIGHT MOVIE (9:00-11:30PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						11,230 13.4		10,980 13.1		9,220 11.0	11.8*		11.4*		12.2*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						21 12.8	21* 14.0	20 13.3	20 13.0	19 12.0	18* 11.6	17* 11.2	17* 11.5	20* 12.4	20* 11.9	10.8	19* 10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,500 18.5				15,420 18.4		14,080 16.8		14,830 17.7			
	NBC TV								REAL PEOPLE (SD)		FACTS OF LIFE (R)		NIGHT COURT				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)						11,230 13.4	13.1*		13.7*	13,410 16.0		12,230 14.6		11,650 13.9	14.1*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						21 13.2	21* 13.0	21* 13.5	21* 13.8	24 15.6	36* 16.4	22 14.4	24 14.8	24 14.3	23* 13.9	13.8	24* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,940 22.8				29,140 30.0				21,540 25.7			
	ABC TV								FALL GUY (R)(SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						14,160 16.9	15.8*		18.0*	20,610 24.6	23.8*		25.3*	18,440 22.0	22.0*		21.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						27 15.2	25* 16.4	28* 17.4	28* 18.7	38 23.4	36* 24.2	39* 25.2	39* 25.4	38 21.8	37* 22.2	22.0	39* 21.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,150 14.5		10,810 12.9		14,250 17.0							
	CBS TV						ONE DAY AT A TIME (SD)		MAMA MALONE						CBS WEDNESDAY NIGHT MOVIE CHU CHU AND THE PHILLY FLASH			
	AVERAGE AUDIENCE (Households (000) & %)						9,890 11.8		9,470 11.3		17,630 9.1	9.3*		9.6*		9.3*		8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						19 11.6	17 12.0	17 11.2	15 11.5	15 9.5	14* 9.0	15* 9.8	15* 9.5	16* 9.7	16* 8.9	8.5	15* 8.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,870 26.1				18,100 21.6		14,580 17.4		15,750 18.8			
	NBC TV								DEAN MARTIN CELEB. ROAST (SD)		FACTS OF LIFE		NIGHT COURT (SD)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)						16,760 20.0	19.2*		20.9*	15,500 18.5		12,910 15.4		12,320 14.7	14.9*		14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						31 18.6	31* 19.7	32* 20.8	32* 21.0	28 18.3	24 18.8	24 15.3	25 15.1	25* 15.1	25* 14.8	14.7	26* 14.1
TV HOUSEHOLDS USING TV		WK. 1	57.4	59.9	60.3	61.1	61.5	63.2	64.3	64.9	65.5	66.5	66.6	66.3	61.6	59.6	57.3	55.2
(See Def. 1)		WK. 2	58.1	60.1	59.9	60.4	61.4	63.0	64.1	65.8	65.6	66.4	65.3	64.9	61.0	59.1	57.2	55.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. MAR.14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. MAR. 8, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,570 15.0				13,410 16.0				16,760 20.0			
	ABC TV						TWO MARRIAGES (SUS-SD)				LOTTERY (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,130 10.9	10.8*		11.1*	10,140 12.1	11.1*			12,990 15.5	16.3*		14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 11.2	17* 10.4		16* 10.9	18 11.2	16* 10.7		13.2* 13.0	25 13.4	25* 16.5	24* 16.1	24* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,050 28.7				24,640 29.4				21,370 25.5			
	CBS TV						MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						19,440 23.2	22.3*		24.0*	21,120 25.2	24.9*		25.6*	18,520 22.1	22.0*		22.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						35 21.5	34* 23.2		36* 23.7	37 24.3	37* 24.5		38* 25.4	35 21.8	34* 22.2	36* 22.3	36* 21.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,660 16.3		13,740 16.4		15,420 18.4		12,320 14.7		17,100 20.4			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS (R)		BUFFALO BILL (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						12,150 14.5		12,570 15.0		13,660 16.3		10,480 12.5		13,910 16.6	16.2*		16.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 14.1		22 15.0		24 16.4		19 12.6		27 16.0	25* 16.4		28* 17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,310 12.3				15,500 18.6				14,250 17.0			
	ABC TV						TWO MARRIAGES				LOTTERY (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						7,210 8.6	8.5*		8.7*	12,320 14.7	13.8*		15.6*	10,140 12.1	12.7*		11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 9.0	14* 8.0		13* 8.6	22 12.8	21* 14.7		24* 15.4	20 13.0	20* 12.4		20* 11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,720 29.5				30,840 36.8							
	CBS TV						MAGNUM, P.I. (SD)				PEOPLE'S CHOICE AWARDS (9:00-11:02PM) (-SD)							
	AVERAGE AUDIENCE (Households (000) & %)						19,780 23.6	22.0*		25.1*	18,770 22.4	21.8*		23.2*		22.8*		22.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						37 21.2	35* 22.8		39* 24.9	36 21.9	33* 21.7		35* 22.9	35* 23.0	36* 22.6		38* 22.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,340 19.5		16,010 19.1		16,170 19.3		11,650 13.9		19,530 23.3			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS (R)		BUFFALO BILL		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						14,080 16.8		14,330 17.1		13,490 16.1		10,220 12.2		15,750 18.8	18.4*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 16.0		26 17.6		24 16.1		19 12.4		31 17.6	29* 19.2		33* 19.5

TV HOUSEHOLDS USING TV WK. 1	59.9	62.3	62.9	64.0	64.3	66.0	67.2	67.8	67.2	68.2	67.4	67.1	65.3	63.3	61.7	59.9	60.1
(See Def. 1) WK. 2	56.0	58.3	60.1	61.4	62.2	62.7	63.9	65.8	66.0	66.4	65.8	65.3	63.5	61.7	59.9	57.0	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. THU. MAR. 15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.9, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,750 18.8		16,260 19.4		14,920 17.8				15,500 18.5			
	ABC TV						BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)						13,990 16.7		15,080 18.0		11,650 13.9				12,490 14.9			
	SHARE OF AUDIENCE %						27		29		22				26			
W E E K 2	AVG. AUD. BY ¼ HR. %						15.9	17.5	17.6	18.4	14.6	13.8	13.6	13.6	13.9	14.9	15.2	15.5
	TOTAL AUDIENCE (Households (000) & %)						17,510 20.9				25,220 30.1				21,620 25.8			
	CBS TV						DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						12,990 15.5	14.9*		16.2*	22,460 26.8	26.4*		27.2*	18,180 21.7	22.3*		21.0*
W E E K 3	SHARE OF AUDIENCE %						25	24 *		26 *	42	41 *		43 *	38	38 *		38 *
	AVG. AUD. BY ¼ HR. %						14.8	15.0	15.2	17.1	25.5	27.3	27.4	27.0	22.9	21.8	21.3	20.7
	TOTAL AUDIENCE (Households (000) & %)						10,980 13.1				7,880 9.4				8,720 10.4			
	NBC TV						MASTER (SD)				LEGMEN				NEW SHOW			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)						8,040 9.6	9.8*		9.4*	5,870 7.0	7.0*		7.0*	5,950 7.1	7.5*		6.7*
	SHARE OF AUDIENCE %						15	16 *		15 *	11	11 *		11 *	12	13 *		12 *
	AVG. AUD. BY ¼ HR. %						9.9	9.7	9.8	9.0	6.9	7.2	7.1	6.9	7.7	7.4	6.9	6.5
	TOTAL AUDIENCE (Households (000) & %)						14,810 17.7		16,680 19.9		19,000 17.9				17,930 21.4			
W E E K 5	ABC TV						BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,570 15.0		14,580 17.4		11,980 14.3				14,750 17.6			
	SHARE OF AUDIENCE %						25		28		23				31			
	AVG. AUD. BY ¼ HR. %						14.1	15.9	17.3	17.6	13.9	14.3	14.5	14.4	16.2	17.6	18.2	18.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						15,670 18.7				23,300 27.8				20,610 24.6			
	CBS TV						LYNDA CARTER: BODY & SOUL (SD)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						10,560 12.6	12.7*		12.6*	20,450 24.4	23.5*		25.3*	17,600 21.0	21.1*		20.9*
	SHARE OF AUDIENCE %						21	21 *		20 *	39	38 *		40 *	37	36 *		37 *
W E E K 7	AVG. AUD. BY ¼ HR. %						13.3	12.1	11.6	13.5	22.7	24.3	25.2	25.3	21.3	21.0	21.3	20.5
	TOTAL AUDIENCE (Households (000) & %)						15,420 18.4				8,970 10.7				8,800 10.5			
	NBC TV						MASTER (SD)				LEGMEN (SD)				NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)						11,400 13.6	13.1*		14.1*	6,540 7.8	7.9*		7.8*	5,280 6.3	6.8*		5.8*
W E E K 8	SHARE OF AUDIENCE %						23	22 *		23 *	13	13 *		12 *	11	12 *		10 *
	AVG. AUD. BY ¼ HR. %						12.7	13.6	14.1	14.0	8.0	7.8	7.7	7.8	7.1	6.4	5.7	5.9
	TV HOUSEHOLDS USING TV	WK. 1	57.2	58.6	60.2	61.4	60.9	61.4	62.2	63.4	63.9	64.4	64.1	62.8	59.1	58.0	56.3	54.6
	(See Def. 1)	WK. 2	54.3	55.7	56.5	58.0	58.8	59.6	61.0	62.1	61.7	62.7	63.1	62.0	59.5	57.9	57.0	55.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. MAR.16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.10, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,000 17.9				16,840 20.1				14,160 16.9			
	ABC TV								T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND	
	AVERAGE AUDIENCE (Households (000) & %)						12,150 14.5				13,740 16.4				11,060 13.2			
	SHARE OF AUDIENCE %						25	13.7*		15.4*	28	15.7*		17.1*	24	13.1*		13.3*
	AVG. AUD. BY ¼ HR. %						13.3	14.1	15.1	15.6	14.9	16.4	17.1	17.1	13.3	13.0	13.3	13.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,560 13.8		10,640 12.7		14,080 16.8				15,500 18.5			
	CBS TV								GARFIELD ON THE TOWN (R)				AIRWOLF				MIKE HAMMER	
	AVERAGE AUDIENCE (Households (000) & %)						9,890 11.8		9,470 11.3		11,060 13.2				12,910 15.4			
	SHARE OF AUDIENCE %						20		19		22	12.7*		13.7*	26	15.2*		15.7*
	AVG. AUD. BY ¼ HR. %						11.7	11.9	11.1	11.5	12.8	12.6	13.6	13.8	14.5	15.9	15.8	15.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,060 13.2		11,400 13.6		11,230 13.4			11,560 13.8	12,070 14.4			
	NBC TV								DIFF'RENT STROKES-SAT. (R)				WE GOT IT MADE		MAMA'S FAMILY (SD)		YELLOW ROSE	
	AVERAGE AUDIENCE (Households (000) & %)						9,470 11.3		10,060 12.0		9,720 11.6			10,140 12.1	9,050 10.8			
	SHARE OF AUDIENCE %						19		20		19			20	20	10.9*		10.8*
	AVG. AUD. BY ¼ HR. %						10.8	11.8	11.7	12.3	11.5	11.8	11.9	12.4	11.1	10.7	10.8	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,590 19.8				20,870 24.9				17,010 20.3			
	ABC TV								T.J. HOOKER (R)(SD)				LOVE BOAT (SD)				FANTASY ISLAND	
	AVERAGE AUDIENCE (Households (000) & %)						12,650 15.1				15,920 19.0				13,070 15.6			
	SHARE OF AUDIENCE %						26	14.1*		16.1*	32	17.2*		20.7*	29	15.2*		16.1*
	AVG. AUD. BY ¼ HR. %						13.4	14.9	15.9	16.2	16.4	18.0	20.8	20.7	15.5	14.9	15.9	16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,310 12.3				20,030 23.9							
	CBS TV								WHIZ KIDS (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						7,290 8.7				12,230 14.6							
	SHARE OF AUDIENCE %						15	8.3*		9.1*	26	12.0*		14.1*	24	14.7*		17.4*
	AVG. AUD. BY ¼ HR. %						8.4	8.1	8.8	9.5	11.7	12.3	14.0	14.2	14.6	14.8	16.8	18.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,260 19.4		15,590 18.6		13,410 16.0			11,650 13.9			5,280 6.3	
	NBC TV								DIFF'RENT STROKES-SAT.				MAMA'S FAMILY		YELLOW ROSE		LAROCHE POLITICAL	
	AVERAGE AUDIENCE (Households (000) & %)						13,990 16.7		13,990 16.7		11,480 13.7			8,210 9.8			4,110 4.9	
	SHARE OF AUDIENCE %						29		28		23			17	9.2*	10.4*	9	
	AVG. AUD. BY ¼ HR. %						15.8	17.5	16.9	16.6	13.8	13.5	9.4	8.9	10.6	10.2	5.3	4.4
TV HOUSEHOLDS USING TV		WK. 1	53.2	54.7	55.5	56.3	57.7	58.7	58.2	59.3	59.8	59.7	59.2	59.0	56.5	55.4	54.2	52.9
(See Def. 1)		WK. 2	54.1	55.7	56.3	57.3	56.8	58.7	59.5	59.8	59.5	59.8	59.1	58.7	56.0	54.9	53.7	53.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.17, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,110
(Households (000) & %) { 4.9

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 3,770
(Households (000) & %) { 4.5
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.5

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

11,560
13.8

NBC TV

SATURDAY NIGHT
(11:30-12:52AM)
(SUSTAINING 12:52-1:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,450
7.7 8.6* 7.7* 6.4*
22 21* 22* 21*
8.5 8.7 8.1 7.3 6.5 6.3

TOTAL AUDIENCE {
(Households (000) & %) {

4,190
5.0

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,940
4.7
10
4.7

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

9,720
11.6

NBC TV

SATURDAY NIGHT
(11:30-12:52PM)
(SUSTAINING 12:52-1:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,610
6.7 7.8* 6.9* 5.1*
19 20* 20* 18*
7.6 8.1 7.5 6.3 5.4 4.4

TV HOUSEHOLDS USING TV	WK. 1	49.3	46.1	41.6	39.5	36.5	34.1	31.1	27.9	24.6	22.6	19.7	17.8	15.8	13.9	12.4	10.7
(See Def. 1)	WK. 2	48.4	45.0	41.1	38.5	35.6	32.7	30.0	27.3	24.7	23.1	19.8	17.7	15.3	13.6	12.1	10.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 11, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 16,510 19.7				{ 21,290 25.4				{ 30,000 35.8									
	ABC TV		← RIPLEY'S BELIEVE IT-NOT →				← HARDCASTLE & MCCORMICK (SD) →						← ABC SUNDAY NIGHT MOVIE THE SPY WHO LOVED ME(R) (9:00-11:42PM) (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,230 14.6		12.8*		16.3*		17,260 20.6		19.5*		21.7*		17,600 21.0		21.1*		21.9*	
	SHARE OF AUDIENCE %		{ 23 21 *				26 *		31		30 *		32 *		35		31 *		33 *	
	AVG. AUD. BY ¼ HR. %		{ 11.8 13.9		15.8		16.8		19.0		20.0		21.6		21.8		21.2		21.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 24,640 29.4				{ 14,250 17.0		{ 12,820 15.3		{ 17,600 21.0		{ 16,010 19.1		{ 17,010 20.3					
	CBS TV		← 60 MINUTES →				← SUZANNE PLESSETTE SHOW →		← FOUR SEASONS (SD) →		← JEFFERSONS →		← ALICE →		← TRAPPER JOHN, M.D. →					
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,020 22.7		22.1*		23.3*		12,400 14.8		11,480 13.7		15,590 18.6		14,580 17.4		13,410 16.0		16.0*	
	SHARE OF AUDIENCE %		{ 36 36 *				37 *		23		20		27		26		26		26 *	
	AVG. AUD. BY ¼ HR. %		{ 21.2 23.0		24.0		22.7		15.0		14.5		13.4		13.9		18.0		19.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 7,040 8.4				{ 17,930 21.4				{ 19,690 23.5									
	NBC TV		← FIRST CAMERA →				← KNIGHT RIDER (R)(SD) →						← NBC SUNDAY NIGHT MOVIE LITTLE DARLINGS(R) →							
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,270 5.1		5.2*		4.9*		13,740 16.4		15.5*		17.3*		15.6		15.8*		16.4*	
	SHARE OF AUDIENCE %		{ 8 9 *				8 *		25		24 *		25 *		24		23 *		24 *	
	AVG. AUD. BY ¼ HR. %		{ 5.8 4.7		4.5		5.4		14.8		16.2		17.0		17.7		15.8		15.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 14,500 17.3				{ 19,610 23.4				{ 25,810 30.8									
	ABC TV		← RIPLEY'S BELIEVE IT-NOT (R) →				← HARDCASTLE & MCCORMICK (SD) →						← ABC SUNDAY NIGHT MOVIE ABSENCE OF MALICE (9:00-11:30PM) (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,310 12.3		11.3*		13.3*		15,500 18.5		17.7*		19.3*		19.4		19.2*		19.9*	
	SHARE OF AUDIENCE %		{ 20 19 *				21 *		28		27 *		28 *		32		28 *		30 *	
	AVG. AUD. BY ¼ HR. %		{ 10.4 12.2		12.8		13.8		17.4		18.0		19.1		19.4		19.3		19.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 25,810 30.8				{ 14,750 17.6		{ 12,230 14.6		{ 17,260 20.6		{ 16,420 19.6		{ 17,010 20.3					
	CBS TV		← 60 MINUTES →				← SUZANNE PLESSETTE SHOW →		← DOMESTIC LIFE (SD) →		← JEFFERSONS →		← ALICE →		← TRAPPER JOHN, M.D. →					
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,780 23.6		22.8*		24.4*		12,650 15.1		11,480 13.7		15,590 18.6		15,080 18.0		13,990 16.7		17.1*	
	SHARE OF AUDIENCE %		{ 38 38 *				38 *		23		20		27		27		28		28 *	
	AVG. AUD. BY ¼ HR. %		{ 21.8 23.8		24.5		24.4		15.7		14.6		13.4		14.0		17.9		19.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,380 10.0				{ 17,770 21.2				{ 18,270 21.8									
	NBC TV		← FIRST CAMERA →				← KNIGHT RIDER (R)(SD) →						← NBC SUNDAY NIGHT MOVIE THE BORDER (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,200 6.2		6.2*		6.1*		13,990 16.7		15.7*		17.6*		11,230 13.4		13.3*		13.4*	
	SHARE OF AUDIENCE %		{ 10 10 *				10 *		25		24 *		26 *		21		20 *		20 *	
	AVG. AUD. BY ¼ HR. %		{ 6.2 6.2		5.9		6.3		14.8		16.7		17.5		17.8		13.6		13.0	
TV HOUSEHOLDS USING TV (See Def. 1)																				
WK. 1		59.8	61.9	63.2	64.2	65.2	66.2	67.9	68.4	68.3	68.1	67.5	66.4	63.5	61.9	59.5	57.6			
WK. 2		58.8	61.3	62.8	64.3	64.9	65.9	67.3	68.4	68.1	68.2	66.6	65.4	62.2	61.1	59.2	56.8			

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.11, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 2,770
(Households (000) & %) { 3.3

ABC TV

ABC SUNDAY
NIGHT MOVIE (1)
(OP)
THE SPY WHO LOVED ME(R)
(9:00-11:02PM)(-OP)

AVERAGE AUDIENCE { 2,930
(Households (000) & %) { 3.5

SHARE OF AUDIENCE % 20.4* 3.5

AVG. AUD. BY 1/4 HR. % 41* 11

W

TOTAL AUDIENCE { 4,530
(Households (000) & %) { 5.4

CBS TV

CBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 4,190
(Households (000) & %) { 5.0

SHARE OF AUDIENCE % 10

AVG. AUD. BY 1/4 HR. % 5.0

K

1

TOTAL AUDIENCE { 2,100
(Households (000) & %) { 2.5

NBC TV

NBC LATE NIGHT MOVIE

MURDER 1, DANCER 0(R)
(11:30-1:34AM)

AVERAGE AUDIENCE { 1,260
(Households (000) & %) { 1.5

SHARE OF AUDIENCE % 1.6* 1.8* 1.5* 1.2*

AVG. AUD. BY 1/4 HR. % 7 7* 8* 9*

1.5 1.7 1.7 1.8 1.7 1.4 1.2 1.1 .8

TOTAL AUDIENCE { 3,350
(Households (000) & %) { 4.0

ABC TV

ABC SUNDAY
NIGHT MOVIE
ABSENCE OF MALICE
(9:00-11:30PM)

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 3,350
(Households (000) & %) { 4.0

SHARE OF AUDIENCE % 18.4* 4.0

AVG. AUD. BY 1/4 HR. % 37* 11

W

TOTAL AUDIENCE { 4,940
(Households (000) & %) { 5.9

CBS TV

CBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 4,940
(Households (000) & %) { 5.9

SHARE OF AUDIENCE % 11

AVG. AUD. BY 1/4 HR. % 5.9

K

2

TOTAL AUDIENCE { 1,930
(Households (000) & %) { 2.3

NBC TV

NBC LATE NIGHT MOVIE

ME AND MRS. C./YOUNG HEARTS/
COWHEADS(R)
(11:30-1:12AM)

AVERAGE AUDIENCE { 1,010
(Households (000) & %) { 1.2

SHARE OF AUDIENCE % 1.3* 1.2* 1.1* 1.0*

AVG. AUD. BY 1/4 HR. % 5 4* 5* 6*

1.3 1.2 1.2 1.1 1.1 1.0

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	52.2	47.2	38.4	31.1	26.3	23.1	20.2	17.5	14.9	12.6	10.6	9.3	8.3	7.1	6.4	5.8
(See Def. 1)	52.3	46.3	37.6	32.1	27.5	24.3	21.1	18.1	15.9	14.2	12.5	10.7	8.9	7.4	6.4	5.7		

U.S. TV Households: 83,800,000

(1)ABC WEEKEND REPORT-SUN., ABC,(11:42-11:57PM)

For explanation of symbols, See page A.

EVE.SUN. MAR.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 5 9, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,530 6.6		{		6,030 7.2		{		{		{		{		
	ABC TV	{		← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)		{		← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		4,360 5.2		{		5,030 6.0		{		{		{		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		23 5.2 5.3		{		26 6.0 6.1		{		{		{		{		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,270 3.9		{		3,850 4.6		{		5,030 6.0		5,200 6.2		{		
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,600 3.1		{		3,020 3.6		{		4,190 5.0		4,440 5.3		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		14 3.1 3.2		{		16 3.6 3.6		{		20 4.7 5.3		21 5.1 5.4		{		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,360 5.2		{		4,530 5.4		{		4,020 4.8		4,610 5.5		{		
	NBC TV	{		← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)		{		← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,440 4.1		{		3,600 4.3		{		3,350 4.0		4,020 4.8		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		18 4.2 4.0		{		19 4.3 4.3		{		16 3.8 4.3		19 4.7 4.9		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		5,780 6.9		{		5,120 7.3		{		{		{		{		
	ABC TV	{		← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)		{		← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		4,610 5.5		{		5,110 6.1		{		{		{		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		24 5.4 5.5		{		26 6.1 6.2		{		{		{		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		3,350 4.0		{		3,690 4.4		{		5,110 6.1		5,360 6.4		{		
	CBS TV	{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		{		\$25,000 PYRAMID		PRESS YOUR LUCK		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,770 3.3		{		3,020 3.6		{		4,270 5.1		4,610 5.5		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		14 3.2 3.3		{		15 3.6 3.6		{		20 4.8 5.4		22 5.3 5.7		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,440 5.3		{		4,690 5.6		{		4,020 4.8		4,780 5.7		{		
	NBC TV	{		← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)		{		← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)		{		FACTS OF LIFE M-F		SALE OF THE CENTURY		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,520 4.2		{		3,770 4.5		{		3,270 3.9		4,190 5.0		{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		18 4.2 4.2		{		19 4.6 4.6		{		16 3.7 4.2		20 4.9 5.0		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	14.4	16.7	18.8	20.2	21.3	22.3	22.6	22.6	22.9	23.7	23.6	24.1	24.5	24.8	24.9	25.3
		WK. 2	14.6	17.0	19.1	20.4	21.5	22.9	23.2	23.2	23.5	24.0	24.0	24.5	24.6	25.0	25.0	25.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR 5-9, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,770 4.5		{ 3,520 4.2		{ 4,940 5.9		{ 4,360 5.2		{ 9,220 11.0		{ 8,550 10.2					
	ABC TV	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		{ 3,180 3.8		{ 4,190 5.0		{ 3,600 4.3		{ 6,960 8.3		{ 6,450 7.7		{ 7.5* 25 *		{ 7.9* 27 *	
	SHARE OF AUDIENCE %	14		14		18		15		24 *		27 *		26		25 *	
WEEK 2	AVG. AUD. BY ¼ HR. %	3.7	3.8	3.7	3.9	4.8	5.2	4.2	4.5	7.5	8.3	8.8	8.6	7.6	7.5	7.8	8.1
	TOTAL AUDIENCE (Households (000) & %)	{ 7,630 9.1		{ 10,140 12.1		{ 10,060 12.0		{ 8,550 10.2		{ 6,120 7.3		{ 5,330 6.4					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,540 7.8		{ 8,880 10.6		{ 7,540 9.0		{ 9.0* 32 *		{ 9.0* 30 *		{ 8.1* 25 *		{ 8.4* 27 *		{ 6.6 22	
WEEK 3	SHARE OF AUDIENCE %	30		40		31		32 *		30 *		28		25 *		22	
	AVG. AUD. BY ¼ HR. %	7.3	8.3	10.2	10.9	8.9	9.1	9.1	9.0	9.1	9.0	8.0	8.1	8.5	8.4	6.5	6.7
	TOTAL AUDIENCE (Households (000) & %)	{ 7,880 9.4		{ 5,030 6.0		{ 3,100 3.7		{ 3,350 4.0		{ 7,630 9.1		{ 6,030 7.2					
	NBC TV	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1		{ 4,440 5.3		{ 2,680 3.2		{ 2,850 3.4		{ 6,120 7.3		{ 4,530 5.4		{ 5.5* 18 *		{ 5.3* 18 *	
	SHARE OF AUDIENCE %	31		20		11		12		23		18		18 *		18 *	
	AVG. AUD. BY ¼ HR. %	8.1	8.1	5.2	5.4	3.1	3.2	3.3	3.5	7.0	7.2	7.5	7.6	5.6	5.3	5.3	5.2
	TOTAL AUDIENCE (Households (000) & %)	{ 3,940 4.7		{ 3,770 4.5		{ 5,360 6.4		{ 4,780 5.7		{ 9,770 11.6		{ 8,880 10.6					
WEEK 5	ABC TV	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.0		{ 3,350 4.0		{ 4,530 5.4		{ 4,020 4.8		{ 7,540 9.0		{ 6,700 8.0		{ 8.0* 27 *		{ 8.0* 27 *	
	SHARE OF AUDIENCE %	16		16		19		17		29		30 *		27 *		27 *	
	AVG. AUD. BY ¼ HR. %	3.8	4.1	3.8	4.1	5.2	5.7	4.6	5.0	8.1	9.0	9.5	9.4	8.1	7.9	7.8	8.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,710 9.2		{ 10,310 12.3		{ 9,720 11.6		{ 7,710 9.2		{ 5,950 7.1		{ 5,950 7.1					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1		{ 8,970 10.7		{ 7,540 9.0		{ 9.0* 32 *		{ 8.9* 31 *		{ 6,370 7.6		{ 7.3* 23 *		{ 7.8* 26 *	
	SHARE OF AUDIENCE %	32		42		32		32 *		31 *		25		23 *		22	
WEEK 7	AVG. AUD. BY ¼ HR. %	7.6	8.5	10.4	10.9	9.0	9.1	9.0	9.1	9.0	8.9	7.2	7.3	7.8	7.8	6.4	6.5
	TOTAL AUDIENCE (Households (000) & %)	{ 7,460 8.9		{ 4,530 5.4		{ 3,020 3.6		{ 3,180 3.8		{ 7,210 8.6		{ 5,950 7.1					
	NBC TV	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7		{ 3,940 4.7		{ 2,600 3.1		{ 2,770 3.3		{ 5,950 7.1		{ 4,610 5.5		{ 5.5* 18 *		{ 5.4* 18 *	
WEEK 8	SHARE OF AUDIENCE %	30		18		11		12		23		22 *		23 *		18 *	
	AVG. AUD. BY ¼ HR. %	7.7	7.7	4.8	4.8	3.0	3.1	3.2	3.3	6.7	7.1	7.4	7.3	5.6	5.5	5.6	5.2
	TV HOUSEHOLDS USING TV WK. 1	25.8	26.6	26.4	27.6	28.9	29.6	29.3	30.1	31.2	31.9	31.7	31.9	30.9	30.7	29.9	31.0
	(See Def. 1) WK. 2	25.4	25.8	25.5	26.5	27.8	28.7	28.5	29.4	30.8	31.7	31.5	31.6	30.4	30.3	29.7	30.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 5 9, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,060 12.0		GENERAL HOSPITAL		{ 2,930 3.5		EDGE OF NIGHT		{ (S)(OP)		{ 10,480 12.5		ABC WORLD NEWS TONIGHT																		
	ABC TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,960 9.5		9.4*		9.7*		{ 2,600 3.1		{ 8,970 10.7		{ 19																				
	SHARE OF AUDIENCE %		{ 28		{ 29 *		{ 28 *		{ 9		{ 10.7		{ 19																				
	AVG. AUD. BY 1/4 HR. %		{ 9.1		{ 9.6		{ 9.7		{ 9.7		{ 3.1		{ 3.1		{ 10.6 10.7																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,800 10.5		GUIDING LIGHT (SO)		{ 3,600 4.3		TATTLETALES		{ (S)(OP)		{ 13,240 15.8		CBS EVENING NEWS- RATHER																		
	CBS TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,040 8.4		8.2*		8.6*		{ 3,020 3.6		{ 11,650 13.9		{ 24																				
	SHARE OF AUDIENCE %		{ 25		{ 25 *		{ 25 *		{ 10		{ 13.9		{ 24																				
	AVG. AUD. BY 1/4 HR. %		{ 8.1		{ 8.3		{ 8.5		{ 8.7		{ 3.6		{ 3.6		{ 14.0 13.8																		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,530 6.6		MATCH GM/HOLLYWOOD SQS HR		{ (S)(OP)		{ 10,480 12.5		NBC NIGHTLY NEWS		{ 9,130 10.9		{ 19																		
	NBC TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,850 4.6		4.2*		5.0*		{ 9,130 10.9		{ 19		{ 10.4 11.4																				
	SHARE OF AUDIENCE %		{ 14		{ 13 *		{ 14 *		{ 10.4		{ 11.4		{ 10.4 11.4																				
	AVG. AUD. BY 1/4 HR. %		{ 4.0		{ 4.4		{ 4.8		{ 5.2		{ 10.4		{ 11.4		{ 10.4 11.4																		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,730 12.8		GENERAL HOSPITAL		{ 3,180 3.8		EDGE OF NIGHT		{ 10,840 12.7		ABC WORLD NEWS TONIGHT		{ 9,050 10.8																		
	ABC TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,460 10.1		9.9*		10.3*		{ 2,680 3.2		{ 9,050 10.8		{ 19																				
	SHARE OF AUDIENCE %		{ 31		{ 31 *		{ 30 *		{ 10		{ 10.8		{ 19																				
	AVG. AUD. BY 1/4 HR. %		{ 9.6		{ 10.2		{ 10.4		{ 10.3		{ 3.4		{ 3.1		{ 10.7 10.8																		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 8,300 9.9		GUIDING LIGHT (SO)		{ 3,440 4.1		TATTLETALES		{ 12,650 15.1		CBS EVENING NEWS- RATHER		{ 10,980 13.1																		
	CBS TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,790 8.1		7.9*		8.4*		{ 2,850 3.4		{ 10,980 13.1		{ 23																				
	SHARE OF AUDIENCE %		{ 25		{ 25 *		{ 25 *		{ 10		{ 13.1		{ 23																				
	AVG. AUD. BY 1/4 HR. %		{ 7.7		{ 8.0		{ 8.4		{ 8.3		{ 3.3		{ 3.6		{ 13.1 13.2																		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 5,110 6.1		MATCH GM/HOLLYWOOD SQS HR		{ 10,890 13.0		NBC NIGHTLY NEWS		{ 9,550 11.4		{ 20																				
	NBC TV																																
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,600 4.3		4.0*		4.5*		{ 9,550 11.4		{ 20		{ 11.1 11.6																				
	SHARE OF AUDIENCE %		{ 13		{ 13 *		{ 13 *		{ 11.4		{ 20		{ 11.1 11.6																				
	AVG. AUD. BY 1/4 HR. %		{ 3.9		{ 4.1		{ 4.4		{ 4.6		{ 11.1		{ 11.6		{ 11.1 11.6																		
TV HOUSEHOLDS USING TV WK. 1																		32.4	34.0	34.9	36.0	35.5	36.9	38.1	40.3	42.2	44.2	45.9	48.1	51.8	54.6	56.2	57.6
(See Def. 1) WK. 2																		31.6	32.9	34.1	34.9	33.8	35.0	36.0	38.0	40.4	43.0	45.1	48.1	51.3	53.8	55.4	56.7

U.S. TV Households: 83,800,000

For explanation of symbols, see page A.

DAY MON.-FRI. MAR. 12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					4,360 5.2	MONCHHICHIS (SD)		4,690 5.6	RASCALS/RICHIE RICH		4,860 5.8	NEW SCOOPY & SCRAPPY DOO		5,360 6.4	PAC-MAN		5,870 7.0	RUBIK, THE AMAZING CUBE (SD)		5,530 6.6	LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,520 4.2			4,110 4.9			4,270 5.1			4,610 5.5			5,030 6.0			4,780 5.7		
	SHARE OF AUDIENCE %					23			22			19			19			20			18		
	AVG. AUD. BY ¼ HR. %					4.0	4.4		4.6	5.3		5.1	5.1		5.2	5.8		6.0	5.9		5.6	5.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0	CAPTAIN KANGAROO-SAT				3,770 4.5	CHARLIE BROWN/SNOOPY SHOW (SD)		6,030 7.2	SATURDAY SUPERCAR		6,120 7.3	DUNGEONS AND DRAGONS (SD)		5,610 6.7	TARZAN LORD OF-JUNGLE (SD)		5,610 6.7	BUGS BUNNY/ROAD RUNNER I			
	AVERAGE AUDIENCE (Households (000) & %)	1,510 1.8	1.4*		2.2*	3,020 3.6			3,940 4.7	4.3*		5.1*	4,860 5.8	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6		
	SHARE OF AUDIENCE %	16	16 *		16 *	20			19	19 *		19 *	20	20	20	18	18	18	18	18	19		
	AVG. AUD. BY ¼ HR. %	1.3	1.6	2.0	2.4	3.4	3.7		4.1	4.4		4.9	5.2	5.4	6.1	5.3	5.9	5.6	6.0				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					3,520 4.2	FLINTSTONE FUNNIES (SD)		5,950 7.1	SHIRT TALES (SD)		7,880 9.4	SMURFS I		9,050 10.8	SMURFS II		8,970 10.7	SMURFS III (SD)		9,300 11.1	ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,850 3.4			4,610 5.5			6,790 8.1			7,960 9.5			7,960 9.5			7,880 9.4		
	SHARE OF AUDIENCE %					19			24			31			33			31			30		
	AVG. AUD. BY ¼ HR. %					3.0	3.7		5.0	6.1		7.8	8.4		9.4	9.5		9.7	9.3		9.2	9.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					4,020 4.8	MONCHHICHIS (SD)		4,810 5.5	RASCALS/RICHIE RICH		5,810 6.7	NEW SCOOPY & SCRAPPY DOO		5,110 6.1	PAC-MAN		5,200 6.2	RUBIK, THE AMAZING CUBE (SD)		5,950 7.1	LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0			3,770 4.5			4,690 5.6			4,440 5.3			4,610 5.5			4,940 5.9		
	SHARE OF AUDIENCE %					23			21			23			20			20			21		
	AVG. AUD. BY ¼ HR. %					3.7	4.4		4.4	4.6		5.5	5.6		5.4	5.2		5.6	5.5		5.8	6.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0	CAPTAIN KANGAROO-SAT				3,600 4.3	CHARLIE BROWN/SNOOPY SHOW (SD)		6,120 7.3	SATURDAY SUPERCAR		5,780 6.9	DUNGEONS AND DRAGONS (SD)		5,280 6.3	TARZAN LORD OF-JUNGLE (SD)		5,110 6.1	BUGS BUNNY/ROAD RUNNER I			
	AVERAGE AUDIENCE (Households (000) & %)	1,420 1.7	1.2*		2.2*	2,850 3.4			3,770 4.5	4.0*		4.9*	5,030 6.0	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6	4,690 5.6		
	SHARE OF AUDIENCE %	16	13 *		17 *	20			20	19 *		20 *	23	23	20	20	20	20	20	17			
	AVG. AUD. BY ¼ HR. %	1.0	1.3	1.9	2.5	3.2	3.6		4.0	4.1		5.0	4.8	5.7	6.3	5.6	5.6	5.6	5.6	4.9	4.7		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					3,350 4.0	FLINTSTONE FUNNIES (SD)		5,610 6.7	SHIRT TALES (SD)		6,960 8.3	SMURFS I		8,300 9.9	SMURFS II		8,550 10.2	SMURFS III (SD)		8,040 9.6	ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,020 3.6			4,610 5.5			5,780 6.9			7,040 8.4			7,540 9.0			6,960 8.3		
	SHARE OF AUDIENCE %					21			26			28			32			32			29		
	AVG. AUD. BY ¼ HR. %					3.2	4.0		5.1	6.0		6.3	7.4		8.2	8.6		9.1	8.8		8.5	8.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.7	11.4	13.2	16.1	18.5	19.8	21.7	23.9	25.4	27.1	28.4	30.3	30.8	30.8	30.7	31.3					
		WK. 2	8.7	10.6	12.6	15.2	18.1	19.7	21.2	23.0	24.4	25.8	26.6	27.3	27.6	28.1	27.6	27.8					

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 10, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	5,530 6.6	6,620 7.9	5,360 6.4	7,290 8.7										
	ABC TV			PUPPY-FURTHER ADVENTURES	BEST OF SCOOPY DOO (SD)	ABC WEEKEND SPECIALS A DIFFERENT TWIST	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)		{	4,610 5.5	5,360 6.4	4,440 5.3	4,190 5.0										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	17 5.7	20 5.3	16 6.3	15 5.1	15* 5.3	15* 5.3	15* 4.8	15* 4.8	15* 5.0*	15* 5.0*	15* 5.0*	15* 5.0*		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,530 6.6	5,030 6.0	10,640 12.7	6,870 8.2										
	CBS TV			BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	CBS NCAA BASKETBALL SAT VIRGINIA TECH VS MEMPHIS ST.											
	AVERAGE AUDIENCE (Households (000) & %)		{	4,690 5.6	4,270 5.1	4,190 5.0	3,270 3.9										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	18 5.6	16 5.7	15 5.0	11* 3.5	11* 3.8	11* 4.5	11* 4.4	11* 5.6	11* 5.8	11* 6.6	11* 6.2	11* 4.0	11* 3.5	11* 3.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{	8,880 10.6	5,870 7.0	7,120 8.5	6,290 7.5	6,870 8.2									
	NBC TV			MR. T	SPIDERMAN/HULK 1(B)	SPIDERMAN/HULK 2(B) (SD)	THUNDARR	NCAA BASKETBALL-REG'L S.E.C. CHAMPIONSHIP M.A.C. CHAMPIONSHIP MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)		{	7,290 8.7	5,280 6.3	6,200 7.4	5,360 6.4										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	28 8.7	20 6.1	23 7.5	20 6.2	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5	20 6.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{	5,450 6.5	6,620 7.9	5,110 6.1	6,450 7.7										
	ABC TV			PUPPY-FURTHER ADVENTURES	BEST OF SCOOPY DOO (SD)	ABC WEEKEND SPECIALS ARTHUR THE KID	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)		{	4,780 5.7	5,530 6.6	3,850 4.6	4,020 4.8										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	20 5.7	22 5.7	15 6.4	15 6.8	15 4.8	15 4.5	15 4.8	15 5.1	15 4.9	15 4.3	15 4.3	15 4.3	15 4.3	15 4.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{	5,780 6.9	5,030 6.0	13,490 16.1	14,160 16.9										
	CBS TV			BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	CBS NCAA BSKBL CHAMP-SA-1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TITLES (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{	4,440 5.3	4,110 4.9	6,790 8.1	7,880 9.4										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	18 5.2	17 5.4	23 6.4	26 8.3	26 8.9	26 9.3	26 9.0	26 9.3	26 9.0	26 8.3	26 8.8	26 9.6	26 9.6	26 9.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{	7,120 8.5	5,530 6.6	6,870 8.2	5,870 7.0										
	NBC TV			MR. T	SPIDERMAN/HULK 1	SPIDERMAN/HULK 2 (SD)	THUNDARR										
	AVERAGE AUDIENCE (Households (000) & %)		{	5,950 7.1	4,690 5.8	5,700 6.8	5,860 7.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		%	25 7.3	19 6.9	22 5.5	18 5.8	22 6.8	22 6.8	22 5.9	22 5.7	22 5.7	22 5.7	22 5.7	22 5.7	22 5.7	22 5.7
TV HOUSEHOLDS USING TV WK. 1 WK. 2																	
(See Def. 1) 31.5 32.0 31.9 32.5 32.7 32.8 32.7 31.8 32.3 33.6 34.2 35.3 34.9 35.4 35.8 36.4																	
25.7 29.1 29.8 31.0 31.1 31.8 32.8 33.6 33.7 32.6 33.7 34.7 35.5 35.7 36.7 36.4																	

TV HOUSEHOLDS USING TV	WK. 1	31.5	32.0	31.9	32.5	32.7	32.8	32.7	31.8	32.3	33.6	34.2	35.3	34.9	35.4	35.8	36.4
(See Def. 1)	WK. 2	29.7	29.1	29.8	31.0	31.1	31.8	32.8	33.6	33.7	32.6	33.7	34.7	35.5	35.7	36.7	36.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 17, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		10,810 12.9						14,330 17.1							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		6,450 7.7						7,710 9.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 3.9		19 5.7						20 8.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,880 10.6										8,880 10.6	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,270 3.9										7,460 8.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					10 3.5										17 8.4	9.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					11,230 13.4										7,210 8.6	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					4,190 5.0										6,030 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					12 4.7										14 7.1	7.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8		10,980 13.1						14,180 16.9							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		6,620 7.9						6,790 8.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 3.6		20 6.3						18 8.3							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					15,340 18.3										8,300 9.9	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,210 9.8										6,870 8.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 9.0										16 7.9	8.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					6,870 8.2				5,110 6.1						9,890 11.8	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,690 4.4				3,440 4.1						7,540 9.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					11 4.2				10 3.8						18 9.0	9.0
TV HOUSEHOLDS USING TV		WK. 1	36.6	37.4	37.9	39.3	38.9	39.9	40.3	40.7	41.2	42.9	44.6	46.5	50.0	50.9	51.4	52.5
(See Def. 1)		WK. 2	36.8	37.5	38.0	39.1	39.3	40.5	40.8	41.9	42.8	43.4	44.1	45.8	48.2	49.9	51.3	52.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 11, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	7.7	8.9	9.8	12.2	14.9	17.2	19.0	21.6	23.7	25.5	26.7	26.5	27.0	28.9	29.5	30.4
(See Def. 1)	WK. 2	7.0	8.4	9.9	11.5	13.5	15.8	18.1	20.9	23.1	23.8	24.9	25.8	26.6	27.9	28.2	28.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 11, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,790 8.1 ← THIS WEEK-DAVID BRINKLEY →												5,450 6.5	15,840 18.9		
	ABC TV													AMERICAN SPORTSMAN	(1)		
	AVERAGE AUDIENCE (Households (000) & %)	4,360 5.2												4,360 5.2	6,030 7.2		
	SHARE OF AUDIENCE %	16 15 *												13 17	17 16 *		
W E E K 2	AVG. AUD. BY ¼ HR. %	4.6 5.0 5.6 5.6												4.9 5.4 5.8 6.7			
	TOTAL AUDIENCE (Households (000) & %)	5,450 6.5 ← ROAD TO SEATTLE-12:00PM →												10,140 12.1	CBS NCAA BASKETBALL-SUN PURDUE VS MINNESOTA		
	AVERAGE AUDIENCE (Households (000) & %)	2,930 3.5												4,860 5.8			
	SHARE OF AUDIENCE %	11 9 *												15 17 *			
W E E K 1	AVG. AUD. BY ¼ HR. %	2.7 3.0 3.9 4.4												6.1 6.3 5.8 5.4	5.7 6.1		
	TOTAL AUDIENCE (Households (000) & %)	3,940 4.7 MEET THE PRESS												4,530 5.4 ← AMERICAN SKI CLASSIC →	9,130 10.9 ← NCAA BASKETBALL GAME-SUN A.C.C. CHAMPIONSHIP S.W.C. CHAMPIONSHIP (2:00-4:04PM) →		
	AVERAGE AUDIENCE (Households (000) & %)	3,270 3.9												2,430 2.9	3,600 4.3		
	SHARE OF AUDIENCE %	12 12 *												8 9 *	11 8 *		
W E E K 2	AVG. AUD. BY ¼ HR. %	3.9 3.9 4.1 3.7												3.2 3.5 3.1 3.4	3.8 3.8 3.8 3.8		
	TOTAL AUDIENCE (Households (000) & %)	5,530 6.6 ← THIS WEEK-DAVID BRINKLEY →												4,860 5.8	14,330 17.1		
	ABC TV													AMERICAN SPORTSMAN	(2)		
	AVERAGE AUDIENCE (Households (000) & %)	3,270 3.9												3,600 4.3	5,360 6.4		
W E E K 1	SHARE OF AUDIENCE %	12 13 *												11 15	15 15 *		
	AVG. AUD. BY ¼ HR. %	3.9 3.9 4.1 3.7												4.0 4.7 5.1 6.0			
	TOTAL AUDIENCE (Households (000) & %)	15,840 18.9 ← CBS NCAA BSKBL CHMP-SP-1 VIRGINIA VS ARKANSAS WASHINGTON VS DUKE MULTI-SEGMENT TELECAST (OP) →												14,500 17.3 ← CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES (2:09-4:23PM) (OP) →			
	AVERAGE AUDIENCE (Households (000) & %)	7,460 8.9												7,540 9.0			
W E E K 2	SHARE OF AUDIENCE %	24 19 *												23 27 *	26 23 *		
	AVG. AUD. BY ¼ HR. %	5.8 7.1 7.9 7.9												9.8 9.7 9.5 8.6			
	TOTAL AUDIENCE (Households (000) & %)	3,270 3.9 MEET THE PRESS												8,210 9.8 ← RELIGIOUS SERIES (SUS) →	BAY HILL GOLF CLASSIC-SUN (2:30-4:46PM)		
	AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1												3,770 4.5	3.7 3.7 *		
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %	10 10												11 10 *	10 10 *		
	AVG. AUD. BY ¼ HR. %	2.8 3.3												3.7 3.7			
	WK. 1	30.3	31.2	32.6	33.2	32.9	32.9	33.2	34.2	34.7	35.6	36.6	38.5	39.2	39.7	40.1	40.5
	WK. 2	29.1	30.3	31.4	31.7	31.7	33.0	33.2	34.2	34.6	35.6	36.0	37.1	37.4	38.1	38.4	39.0

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, PHILADELPHIA VS NEW JERSEY & MICHIGAN VS DENVER, ABC, MULTI-SEGMENT TELECAST

A-33 (2) USFL FOOTBALL, NEW JERSEY VS HOUSTON & ARIZONA VS MICHIGAN, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 11, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	40.6	41.5	41.8	42.1	41.4	42.2	43.4	44.9	45.4	46.7	47.8	49.3	52.4	54.1	55.6	57.3
(See Def. 1)	WK. 2	40.0	41.0	42.0	42.8	43.2	43.8	44.4	44.8	45.4	47.3	49.2	50.7	53.2	54.1	55.0	56.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS:

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							TILE CAST DAYS
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY																		
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	11,650	13.9	11,650	13.9	20	13.9									
EVENING TUESDAY																		
ABC '84 VOTE: SUPER TUE- 8:00P(S)	2	8.00- 8.03PM	8.00							13,160	15.7	11,650	13.9	22	13.9			
ABC ABC BUSINESS BRIEF-TUE.(SUS)	1	8.28- 8.29PM	8.15															
ABC '84 VOTE: SUPER TUE- 8:44P(S)	2	8.44- 8.46PM	8.30 8.45							10,640	12.7	10,310	12.3	18	12.2 12.4			
CBS MISSISSIPPI	2	8.05- 9.05PM	-GRID 9.00							16,590	19.8	11,650	13.9	20	18.3			
CBS NEWSBREAK-TUE(B)	1	8.58- 8.59PM	8.45	7,790	9.3	7,790	9.3	13	9.3									
CBS CBS TUESDAY NIGHT MOVIES	2	9.05-11.11PM	-GRID 11.00							24,470	29.2	16,590	19.8 15.6*	31 30*	15.6			
EVENING WEDNESDAY																		
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	17,100	20.4	17,100	20.4	31	20.4	17,260	20.6	17,260	20.6	31	20.6			
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.00-11.30PM	-GRID 11.00 11.15	20,360	24.3	9,220	11.0	19	10.4 8.4									
EVENING THURSDAY																		
ABC ABC BUSINESS BRIEF-THU.(SUS)	1	8.58- 8.59PM	8.45															
CBS PEOPLE'S CHOICE AWARDS(S)	2	9.00-11.02PM	-GRID 11.00							30,840	36.8	18,770	22.4	36	19.5			
EVENING FRIDAY																		
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	14,330	17.1	14,330	17.1	27	17.1									
	2	8.46- 8.47PM	8.45							14,750	17.6	14,750	17.6	28	17.6			
EVENING SATURDAY																		
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	12,400	14.8	12,400	14.8	25	14.8	13,830	16.5	13,830	16.5	28	16.5			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,160	15.7	13,160	15.7	27	15.7	15,250	18.2	15,250	18.2	31	18.2			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,220	11.0	9,220	11.0	19	11.0	7,120	8.5	7,120	8.5	14	8.5			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,050	10.8	9,050	10.8	18	10.8	11,400	13.6	11,400	13.6	23	13.6			
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,720	10.4	8,720	10.4	18	10.4									
EVENING SUNDAY																		
ABC ABC SPORTS UPDATE-SUN	1	8.33- 8.35PM	8.30	18,180	21.7	17,850	21.3	31	21.3									
	2	8.34- 8.35PM	8.30							15,750	18.8	15,750	18.8	28	18.8			
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.42PM	-GRID 11.30	30,000	35.8	17,600	21.0 17.9*	35 47*	17.9									
ABC ABC NEWSBRIEF-SUN.		10.01-10.02PM	10.00	17,430	20.8	17,430	20.8	33	20.8	16,340	19.5	16,340	19.5	31	19.5			
CBS NEWSBREAK SUN.		8.58- 8.59PM	8.45	11,730	14.0	11,730	14.0	20	14.0	11,400	13.6	11,400	13.6	20	13.6			
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	11,980	14.3	11,980	14.3	21	14.3	10,310	12.3	10,310	12.3	18	12.3			
NBC NBC NEWS DIGEST-2-SUN.	2	9.57- 9.58PM	9.45							10,140	12.1	10,140	12.1	19	12.1			

DAY NETWORK/PROGRAM	WK	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. RATING % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. RATING % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	9.45	14,080	16.8	14,500	17.3	26	16.8	M-F		13,990	16.7	13,490	16.1	25	16.6	M-F	
ABC '84 VOTE: SUPER TUE-11:30P(S)	2	11.30-12.35AM	11.30 11.45 12.00 12.15 12.30									8,800	10.5	4,610	5.5 7.0*	18 20*	7.8 6.1 4.9 4.0 3.7	TUE. TUE. TUE. TUE. TUE.	
ABC ABC NEWS: NIGHTLINE	1	11.30-12.00MD	11.30	7,120	8.5	5,610	6.7	19	7.5	M-F		6,620	7.9	5,280	6.3 6.4*	18	7.1 5.8	MWTHF MWTHF	
	2	>	11.30 11.45 12.00						6.0	M-F					4.5*	16*	4.5	WED.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	2,180	2.6	1,760	2.1	8	2.4 1.9 1.8	M-F M-F TU-F		2,350	2.8	1,840	2.2	8	2.4 2.1 2.0	MWTHF MWTHF MWF	
CBS NEWSBREAK-M-F		>	8.15 8.45 9.00	13,660	16.3	13,240	15.8	24	12.3 17.4	MWTHF MTHF		12,990	15.5	12,570	15.0	22	10.2 16.8 15.5	M-F MTHF TUE.	
CBS CAMPAIGN '84: PRIMARIES(S)	2	11.43-12.18AM	11.30 11.45 12.00 12.15									8,630	10.3	6,200	7.4 8.5*	24 25*	9.8 8.3 6.4 5.8	TUE. TUE. TUE. TUE.	
CBS CBS NCAA BSKBL CHAMP-FRI.(S)	2	11.30- 1.46AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45									8,300	9.9	3,690	4.4 6.0*	16 16*	6.4 5.6 4.8 4.4 4.0 4.0 4.0 3.6 3.1 2.8	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.	
CBS CBS NCAA BSKBL CHAMP-THU.(S)	2	11.33- 2.00AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45									7,790	9.3	2,850	3.4 5.2*	16 15*	6.1 4.6 4.1 3.4 3.4 3.1 3.1 2.9 2.2 1.7	THU. THU. THU. THU. THU. THU. THU. THU. THU. THU.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45	6,960	8.3	4,780	5.7 6.2*	20 17*	6.4 6.0	M-F MTUTHF		6,790	8.1	4,860	5.8 6.3*	22 18*	6.5 6.2 6.2 6.2 5.7 4.9 4.9 4.6	M-W M & W M-W M-W M-W M-W TUE. TUE.	
CONT'D																			

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,270	5.1	3,440	4.1	24	4.6	M-F		4,360	5.2	3,600	4.3	27	5.3	M-W	
			12.45				4.5*	22*	4.5	MTUTHF					5.1*	26*	5.1	M & W	
			1.00						4.1	M-F							4.7	M-W	
			1.15				4.0*	25*	3.8	M-F					4.4*	28*	4.0	M-W	
			1.30						3.3	WED.							3.6	TUE.	
			1.45				3.2*	28*	3.0	WED.					3.5*	27*	3.4	TUE.	
			2.00												3.3*	31*	3.3	TUE.	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,340	1.6	1,170	1.4	16	1.5	M-THSU		1,260	1.5	1,090	1.3	14	1.5	MWTHSU	
			2.15						1.2	M-THSU							1.2	MWTHSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	GRID	2,430	2.9	1,010	1.2	24		M-THSU		2,350	2.8	1,010	1.2	24		M-THSU	
			2.30						1.6	M-THSU							1.7	M-THSU	
			2.45				1.5*	22*	1.4	M-THSU					1.5*	21*	1.3	M-THSU	
			3.00						1.5	M-THSU							1.3	M-THSU	
			3.15				1.4*	25*	1.3	M-THSU					1.3*	22*	1.3	M-THSU	
			3.30						1.3	M-THSU							1.3	M-THSU	
			3.45				1.3*	27*	1.3	M-THSU					1.2*	24*	1.2	M-THSU	
			4.00						1.2	M-THSU							1.2	M-THSU	
			4.15				1.2*	28*	1.1	M-THSU					1.2*	27*	1.1	M-THSU	
			4.30						1.2	M-THSU							1.1	M-THSU	
			4.45				1.2*	29*	1.2	M-THSU					1.1*	26*	1.1	M-THSU	
			5.30						1.0	M-THSU							1.1	M-THSU	
			5.45				1.0*	22*	1.0	M-THSU					1.1*	23*	1.1	M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.45	9,890	11.8	9,890	11.8	18	11.5	M-F		12,400	14.8	12,990	15.5	23	13.7	M-F	
			9.00						13.2	MON.							19.0	TUE.	
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,550	11.4	9,550	11.4	17	11.4	TU&TH		9,640	11.5	9,640	11.5	18	11.5	MW	
	2	>	9.45																
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,640	11.5	6,030	7.2	23	8.3	M-F		9,800	11.7	6,120	7.3	23	8.2	M-F	
			11.45				7.9*	22*	7.5	M-F					7.9*	22*	7.6	M-F	
			12.00						7.0	M-F							7.2	M-F	
			12.15				6.6*	24*	6.1	M-F					6.7*	24*	6.2	M-F	
			12.30														5.3	TUE.	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,100	3.7	2,510	3.0	15	3.3	M-TH		3,180	3.8	2,770	3.3	16	3.5	M-TH	
			12.45						2.7	M-TH							3.1	M-TH	
			1.00														2.9	TUE.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.6	3,350	4.0	20	5.5	FRI.		6,370	7.6	3,180	3.8	19	5.1	FRI.	
			12.45				5.1*	20*	4.7	FRI.					4.6*	19*	4.0	FRI.	
			1.00						4.1	FRI.							3.7	FRI.	
			1.15				3.9*	20*	3.6	FRI.					3.6*	18*	3.6	FRI.	
			1.30						3.1	FRI.							3.3	FRI.	
			1.45				2.9*	18*	2.8	FRI.					3.2*	20*	3.0	FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,010	2.4	1,760	2.1	14	2.2	M-TH		2,600	3.1	2,180	2.6	17	2.7	M-TH	
			1.15						1.9	M-TH							2.4	M-TH	
			1.30														2.4	TUE.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F								M-F	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,010	2.4	1,840	2.2	15	2.2	M-F	2,010	2.4	1,840	2.2	15	2.2	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,450	7.7	6,200	7.4	23	7.4	M-F	7,290	8.7	7,120	8.5	27	8.5	M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	9,550	11.4	6,030	7.2	18 6.4* 17* 6.3 7.8 8.3	6.5 6.3 7.8 8.3	WED. WED. WED. WED.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,840	2.2	1,340	1.6	16	1.4 1.8	M-F M-F	1,680	2.0	1,340	1.6	15	1.4 1.7	M-F M-F		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,370	8.8	7,040	8.4	31	8.4	M-F	7,370	8.8	7,040	8.4	32	8.4	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,450	7.7	6,030	7.2	20	7.2	M-F	5,780	6.9	5,450	6.5	19	6.5	M-F		
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	6,370	7.6	3,940	4.7 4.4* 11* 4.2 5.0 5.0	12 11* 12* 12* 12*	4.5 4.2 5.0 5.0 5.0	TUE. TUE. TUE. TUE. TUE.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,170	1.4	11	1.2 1.7	M-F M-F	1,930	2.3	1,420	1.7	12	1.4 2.0	M-F M-F		
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,770	4.5	3,770	4.5	15	4.5	M-F	3,440	4.1	3,440	4.1	14	4.1	M-F		
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	6,030	7.2	4,190	5.0	13	4.6	TUE.									
			4.15 4.30 4.45				4.8* 12* 5.2* 13* 5.4	5.0 5.0 5.4	TUE. TUE. TUE.										
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	4,360	5.2	3,850	4.6	24	4.6		4,190	5.0	3,770	4.5	25	4.5			
ABC MENU-10:25AM		10.25-10.29AM	10.15	5,610	6.7	4,690	5.6	18	5.6		5,110	6.1	4,270	5.1	18	5.1			
ABC MENU-11:55AM		11.55-11.59AM	11.45	6,370	7.6	5,280	6.3	19	6.3		6,960	8.3	6,200	7.4	25	7.4			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,270	3.9	2,930	3.5	18	3.5		3,350	4.0	2,850	3.4	18	3.4			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,280	6.3	4,860	5.8	20	5.8		4,780	5.7	4,690	5.6	21	5.6			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,530	6.6	4,940	5.9	19	5.9		4,530	5.4	4,360	5.2	18	5.2			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,690	5.6	4,360	5.2	16	5.2		4,690	5.6	4,190	5.0	17	5.0			
CBS CBS NCAA BSKBL CHAMP-SA-1	2	12.00- 2.05PM	-GRID 2.00								13,490	16.1	6,790	8.1 7.5* 20*	23 20*	7.5			
CBS CBS NCAA BSKBL CHAMP-SA-2	2	2.07- 4.22PM	-GRID 4.15								14,160	16.9	7,880	9.4 9.5* 25*	26 25*	8.6			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,020	4.8	3,940	4.7	24	4.7		4,360	5.2	4,110	4.9	27	4.9			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,870	7.0	5,610	6.7	28	6.7		5,450	6.5	5,110	6.1	27	6.1			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,210	9.8	7,880	9.4	31	9.4		7,790	9.3	7,460	8.9	31	8.9			
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,960	9.5	7,710	9.2	29	9.2		6,620	7.9	6,370	7.6	27	7.6			
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	5,950	7.1	5,700	6.8	21	6.8		5,610	6.7	5,530	6.6	21	6.6			
DAY SUNDAY																			
CBS CBS NCAA BSKBL CHMP-SP-1(S)	2	12.00- 2.11PM	-GRID 2.00								15,840	18.9	7,460	8.9 12.6* 31*	24 31*	12.5			
CONT'D																			

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP-SP-1(S)-CONT'D			2.15													3.3	
CBS CBS NCAA BSKBL CHMP-SP-2(S)	2	2.09- 4.23PM	→GRID 4.15								14,500	17.3	7,540	9.0 23 9.2* 22*	8.9		
NBC NCAA BASKETBALL GAME-SUN	1	2.00- 4.04PM	→GRID 4.00	9,130	10.9	3,600	4.3	11	6.2								
NBC BAY HILL GOLF CLASSIC-SUN(S)	2	2.30- 4.46PM	→GRID 4.45								8,210	9.8	3,770	4.5 11 5.8* 14*	5.8		